

# AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XLIII

MARCH, 1926

No. 3

## PAINESVILLE NURSERIES

Stock is graded — cellars ship-shape (and well filled) — catalogs and price lists in circulation — and our office is now busy booking orders. We will appreciate your orders, also.

Covering, as it does, the entire field of Nursery production —  
**Fruits and Small Fruits, Deciduous Trees, Evergreens,  
Shrubs, Field Grown Roses and Hardy Perennials,**

our list of varieties in each class is extensive and up-to-date; stock well grown and in fine condition, graded according to adopted standards and an active conscience; and now awaits merely your order, to become your own.

No need to specially mention the scarce items, — such woes are mutual; — but for this month's advertising we shall make special mention of the few big items, following:

### PLUM

EUROPEAN Per 100 11-16 up, ..... \$30.00 9-16 to 11-16, 22.00 7-16 to 9-16, 15.00	Archduke Bavay Bradshaw Diamond German Prune	Grand Duke Gurli Imp. Cage Italian Prune Lombard	Monarch Moore's Arctic Pond's Seedling Shropshire Yellow Egg
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### CHERRY

JAPAN 11-16 and up, \$30.00 9-19 to 11-16, 25.00 7-16 to 9-16, 18.00	Abundance Butbank Maynard October Purple	Ren June Santa Rosa Satsuma Wickson	
SWEET, Per 100 11-16 and up, \$50.00 9-16 to 11-16, 40.00 7-16 to 9-16, 25.00	Bing Black Tartarin Governor Wood Lambert	Napoleon Schmidt Windsor Yellow Spanish	

### PEACH

SOURS, Per 100 11-16 and up, \$30.00 9-16 to 11-16, 22.00 7-16 to 9-16, 15.00	Baldwin Dyehouse Early Richmond English Morello May Duke	Large Montmorency Montmorency Ordinaire Reine Hortense Wragg	
9-16 and up, \$22.00 per 100; 7-16 to 9-16, \$15.00 per 100; 5-16 to 7-16, \$10 per 100	Admiral Dewey Banner Barnard Beer's Smock Belle of Georgia Capt. Ede Carmen	Champion Crawf'd's Early Crawf'd's Late Crosby Early Elberta Elberta Fitzgerald	J. H. Hale Kalamazoo Lemon Free Mt. Rose Niagara Old Mixon Free Prolific Salberta Saway Stearns Stump Triumph Wilcox Yellow St. John

The Storrs & Harrison Co.

NURSEYMEN - FLORISTS - SEEDMEN

Painesville Ohio

39 STATE ST.

ROCHESTER, N. Y.

American Fruits Publishing Co.

**For Season Of 1926**

**Pears, Cherries and Roses  
Are  
OUR LEADERS**

A Complete Variety List of  
**FRUIT TREES  
ORNAMENTAL TREES  
SHRUBS  
PERENNIALS, EVERGREENS**

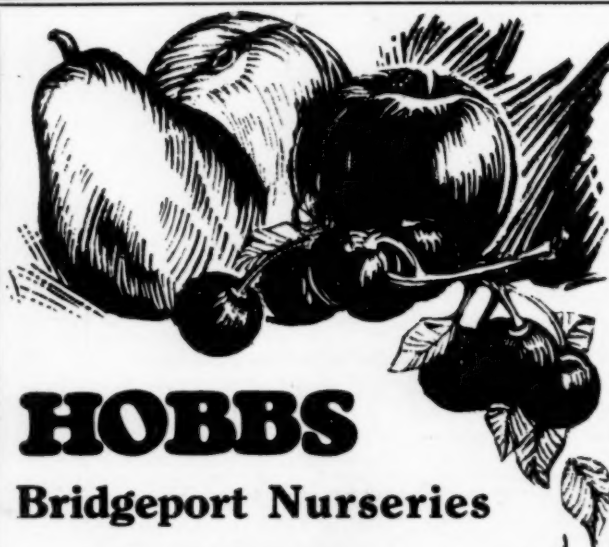
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1000 Acres

GENEVA, N. Y.

79 Years



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General Assortment  
of Nursery Stock

We will have in carload lots—

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Norway and Sugar Maple,  
2½ in and up.

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*Largest Nursery in Indiana*

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INDIANA

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*The Best That Can Be Grown!*

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CAR LOTS OR LESS

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A General Assortment of

**Standard and Dwarf Apple**

**Standard and Dwarf Pear,**

**Plum, Quince and Peach**

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*Write For Our Attractive Prices*

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**Dansville, N. Y.**

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ESTABLISHED 1847

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**SPECIMEN EVERGREENS  
Fruit and Ornamental  
TREES and SHRUBS**

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**PRINCETON PRODUCTS**

are  
The Standard of Excellence  
In  
**ORNAMENTALS**

Write for price list.

**PRINCETON NURSERIES**

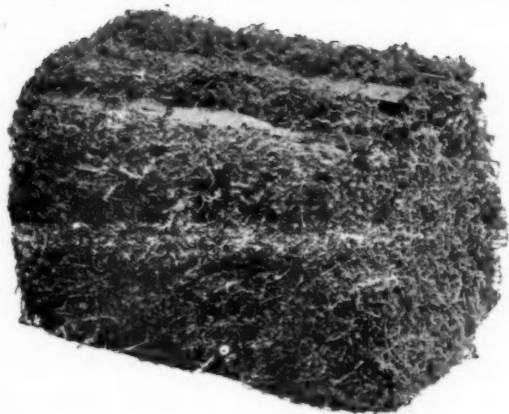
**Princeton, New Jersey**

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AGENTS

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10 Bales @ .....	2.75
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Good Clean Stock—Long Fibre.  
Much Superior to Western Gathered Moss.

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SPRING 1926 DELIVERY**

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ROSE BUSHES  
FRUIT TREES  
HEDGE PLANTS  
ORNAMENTAL TREES

Ask for Bulletin No. 4

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GENEVA

NEW YORK

**Hoopes Bro. & Thomas Co.**

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Incorporated 1907

*Get Our Special List.*

*We Specially Mention:*

APPLES

PEACHES

PLUMS

### CALIFORNIA PRIVET

We have about 15,000 Privet, 18-24 inches, 4-6 branches and 35,000 Privet 2-3 ft., 6 branches and up. This is two-year Privet cut back. It is fine. We would advise anyone interested to write us.

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For Nurserymen and Florists  
The kind that give satisfaction.

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Under Yearly Term—Including publication also in the  
"American Nursery Trade Bulletin"  
THUS COVERING THE TRADE



## DON'T WAIT UNTIL YOU LOSE!

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Produce bigger and better crops at greater profits. Plant early this Spring—get the peak prices of an early market. NO FROST WORRIES with MARCH AUTOMATIC RAIN. NO DROUGHT WORRIES either. You are sure of big crops this summer—when others fail. Large profits are certain. Your extra earnings pay the complete cost of a MARCH SYSTEM.

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LESS THAN FOUR WEEKS TO THE 1st DAY OF SPRING.

WRITE TODAY for our catalogue and estimates at our low "winter" prices. No obligation.

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800 Black Tartarian  
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400 Governor Wood  
200 Lambert  
1500 Montmorency  
1000 Napoleon  
900 Schmidt's  
800 Yellow Spanish  
200 May Duke

### Quince 5/8" and up

200 Champion  
500 Orange  
400 Rea's

### Quince, 9/16"

1000 Orange  
200 Rea's

### Pear, 11/16" and up

1500 Clapp's Favorite  
900 Duchess  
100 Lawrence  
400 Seckel  
450 Sheldon  
300 Wilder

### Peach 9/16"

3000 Rochester

### Plum 11/16"

500 Abundance  
150 Beauty of Naples  
500 Bradshaw  
200 Fellemberg  
500 German Prune  
200 Imperial Gage  
800 Lombard  
200 Pond's Seedling  
200 Satsuma  
300 Shropshire Damson  
200 Yellow Egg  
200 York Stated Prune

**THE BARNES BROS. NURSERY CO.**  
Yalesville, Conn.

## Why Gamble on Results?

THERE IS NO UNCERTAINTY IN PROPAGATION  
IF YOU USE

IMPORTED GRANULATED  
**PEAT MOSS**  
TORF MULL

in seed-beds, cutting benches and layering fields. It discourages and almost entirely checks the multiplying of harmful, surcreasing bacteria. It is a natural agent for combating these soil organisms that cause cancerous affections of the roots.

Stratify your seeds in Granulated Peat Moss. You will find it much more valuable than sand—It prevents decay.

Place cuttings rather deeply in a mixture of Granulated Peat Moss and sand, or in Granulated Peat Moss alone—the beds will require less watering and keep a more constant water supply.

Try Granulated Peat Moss, and become converted. Eight-bushel bale sufficient to cover 240 sq. ft., 1 inch deep. \$3.00 f. o. b. New York. We invite inquiry.



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NEW YORK CITY

SINCE 1850

## A General Line of Nursery Stock

APPLES  
PEACH  
MOORES EARLY  
3 and 4 year

Very Special Price  
to Close Out.

Also:—

SHRUBS  
1000 SILVER MAPLES, 1½-1¾ Cal.  
GRAPES, 1 and 2 yr.

PRICES  
RIGHT

CALIFORNIA PRIVET — 12-18 in., 18-24 in.

Well branched, twice cut back. IN CARLOAD Lots or Less.

**Franklin Davis Nurseries, Inc.**

629-631 N. Howard St.

BALTIMORE, MD.

## Source of RELIABLE Nursery News

Is the Nursery Trade Journal

## EXCLUSIVELY FOR NURSERYMEN

Those who are content  
with a side issue  
Get side issue results

The only publication in America devoted to the Nursery Trade in general as a Main Issue is the  
**AMERICAN NURSERYMAN**

# AMERICAN NURSERYMAN --- March, 1926

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

**Advertising**—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," including "American Nursery Trade Bulletin," will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 26c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

## Classified Business Announcements In this Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

Aiken, George D.....	Strawberry Plants .....	77	Loeb, Alfred A. ....	Lining-out Stock .....	80
American Forestry Co.....	Special Announcement .....	81	Lord & Burham Co. ....	Greenhouses .....	86
American Landscape School.....	Landscape Course .....	79	Lovett, Lester C. ....	Privet and Berberis .....	85
Andrews Nursery Co.....	Raspberries .....	84	March Automatic Irrig'n Co.....	Irrigation System .....	64
Atkins & Durbrow, Inc.....	Peat Moss .....	64	Miller Co., William M.....	Ornamental Nursery Stock .....	81
Atlantic Nursery Co.....	Young Stock .....	77	Mitchell's Nursery .....	Apple Trees .....	81
Audubon Nurseries .....	Ornamental Nursery Stock .....	83	Monroe Nursery .....	Specimen Evergreens, Etc. ....	62
Barnes Bros. Nursery Co.....	Surplus Fruit Trees .....	64	Monticello Nursery Co.....	Pecans, Black Walnuts, Etc. ....	84
Bernardin, E. P.....	General Nursery Stock .....	81	Mount Arbor Nurseries .....	Fruit Tree Stocks .....	66
Berrien Nursery & Supply Co.....	Cumberland Raspberry .....	81	Mountain View Nursery Co.....	Evergreens, Etc. ....	81
Boblink & Atkins .....	Lining Out Stock .....	77	Muller, Adolf .....	Pine Seedlings Wanted .....	80
Bohlender & Sons, P.....	General Nursery Stock .....	78	Naperville Nurseries .....	Young Stock .....	77
Boykin Nursery Co.....	Grape Plants & Cuttings .....	85	National Merchants Co.....	Printing for Nurserymen .....	81
Burr & Company, C. R.....	Special Announcement .....	66	Neosho Nurseries .....	Tree Digger .....	83
Champion & Son, H. J.....	Shrubs, Roses, Etc. ....	83	Neosho Nurseries .....	Apple Trees .....	81
Chase Company, Benjamin.....	Nursery Labels .....	79	Northeastern Forestry Co.....	Evergreen Seedlings and Transp'ts..	77
Chute & Butler Co. ....	Wood Labels .....	82	Ohio Nursery Company .....	Paper Labels .....	85
Cole Nursery Co.....	Shade Trees, Shrubs .....	83	Onarga Nursery Co.....	Ornamental Nursery Stock .....	87
Commercial Nursery Co.....	Peach, Apple, Plum .....	83	Onarga Nursery Company.....	Lining Out Stock .....	77
Conard-Pyle Company .....	Lining Out Stock .....	77	Ottawa Star Nursery .....	Special Announcement .....	80
Conigisky, B. F.....	Landscape Plans .....	85	Owens, George B. ....	Strawberry & Raspberry Plants..	83
Cultra Brothers .....	Young Stock .....	87	Painesville Nurseries .....	General Nursery Stock .....	61
Cyclopedia of Horticulture.....	Re-Issue Edition .....	77	Parsons Wholesale Nurseries.....	General Nursery Stock .....	81
Davis Nurseries, Franklin.....	General Nursery Stock .....	64	Peters, Charles M.....	Grape Vines .....	77
Dayton Fruit Tree Label Co.....	Wood Labels .....	63	Portland Wholesale N. Co.....	Ornamental Nursery Stock .....	85
Detriche & Son, Chas.....	French Fruit Stock .....	79	Princeton Nurseries .....	Ornamental Nursery Stock .....	62
Dintleman, L. F.....	St. Clair Peach .....	82	Process Color Printing Co.....	Color Prints .....	83
<b>DIRECTORY</b> .....	Growers of Young Stock .....	77	Rambo, L. J.....	Grape Vines, Etc. ....	85
Du Pont de Nemours & Co.....	E. Plant Disinfectant .....	87	Ramsey & Co., L. W.....	Special Announcement .....	86
Edwards Co., Frank M.....	Evergreens .....	81	Reed, W. C. & Son .....	Cherry, Pear, Apple, Peach .....	87
Essig Nursery .....	Grape Vines .....	84	Rice Bros. Co.....	Special Spring Offering .....	63
F. & F. Nurseries .....	General Nursery Stock .....	81	Rochester Lithographing Co.....	Color Plates .....	79
Fairfield Nurseries .....	Grape Vines .....	77	Rose Farm, Inc. ....	Roses .....	79
Federal Foundry Supply Co.....	Garden Tractor .....	79	Rouse, B. Irving .....	Fruit Tree Seedlings .....	86
For Sale .....	Florida Nursery and Orchard .....	84	San Pedro Ranch Nursery .....	Lining Out Stock .....	77
Fleu, Jr., Conyers B.....	Tree Seeds .....	83	Sargent, Lester L.....	Patents & Trade Marks .....	85
Foster Nursery Co.....	Grape Vines .....	86	Scarff & Son, W. N.....	Small Fruit Plants .....	86
Forest Nursery Co.....	Forest Seedlings .....	79	Schifferli, F. E.....	Grape Vines, Currants, Etc. ....	80
Franklin Forestry Co.....	Lining Out Stock .....	77	Scotch Grove Nursery .....	Evergreens .....	77
Garden Nurseries .....	Iris Buxus .....	79	Sherman Nursery Co.....	General Nursery Stock .....	77
Great Western Bag Co.....	Used Burlap .....	81	Simpson Nursery Co.....	Pecan Trees .....	86
Griffing Co., C. M.....	Fruit and Nut Trees, Roses .....	83	Skinner & Co., J. H.....	Apple Seedlings, Trees .....	87
Grunwald, A.....	European Tree Seeds, Etc., .....	83	Skinner Irrigation Company .....	Irrigation System .....	76
Hale Nursery Co., J. C.....	Peach .....	83	Smith Company, W. & T.....	General Nursery Stock .....	62
Haley, Clifford A.....	Cannas .....	82	South Michigan Nursery .....	Alfred Blackberry .....	84
Herbst Brothers .....	Tree and Shrub Seeds .....	63	Southern Nursery Co.....	Fruit Trees .....	84
Hickory Seed Co.....	Soy Beans & Peas .....	82	Southern Nursery Co.....	Peach Seed .....	79
Hill Nursery Co., D.....	Evergreen Specialist .....	69	Squires, Harry .....	Hardy Perennials .....	81
Hill Nursery Co., D.....	Plate Book Evergreens .....	79	Stark Bros., N. & O. Co.....	Special Announcement .....	73
Hill Nursery Co., D.....	Young Stock .....	77	Storrs & Harrison Co.....	General Nursery Stock .....	61
Hobbs & Sons, C. M.....	General Nursery Stock .....	62	Summit Nurseries .....	Pecan Trees .....	83
Hogansville Nurseries .....	Peach Pits .....	83	Titus Nursery Co.....	General Stock for Exchange .....	84
Hood & Co., W. T.....	Privet, Grapes, Etc. ....	82	Townsend & Sons, E. W.....	Strawberry Plants .....	79
Hoopes, Bro. & Thomas Co.....	Fruit Trees, Privet .....	63	Troy Nurseries .....	General Nursery Stock .....	83
Horticultural Advertiser .....	English Trade Periodical .....	85	United Litho & Ptg. Co.....	Plate Books, Catalogues .....	83
Howard-Hickory Co.....	Peach Pits .....	85	Valley, E. J.....	Red Raspberries .....	84
Howard Rose Co.....	Rose Bushes .....	81	Van Veen Nursery Co., Theo.....	Lining Out Stock .....	80
Hubbard Company, T. S.....	Grape Vines, Berry Plants .....	83	Vincennes Nurseries .....	Cherry a Specialty .....	87
Huntsville Wholesale Nurs.....	General Nursery Stock .....	88	Wanted .....	Landscape Architect .....	84
Ilgenfritz' Sons Co., I. E.....	General Nursery Stock .....	62	Wanted .....	Nurseryman .....	84
Independent Fruit Co.....	Grape Cuttings .....	83	Wanted .....	Propagator .....	84
Interstate Nurseries .....	Fruit & Nut Trees, Roses .....	83	Washington Nursery Co.....	Special Announcement .....	85
Iroquois Bag Company .....	Used Burlap .....	81	Wathena Nurseries .....	2 Yr. Apple, Fruit Trees .....	87
Jackson & Perkins Co.....	Ornamental Stock .....	85	Wayside Gardens Co.....	Hardy Perennial Plants .....	88
Jones, J. F.....	Cherry Tree a Specialty .....	80	West Hill Orchards .....	McIntosh Scions .....	82
Jones Nursery Co., E. W.....	Special Announcement .....	79	Westminster Nursery .....	Privet .....	84
Jungle Gardens Nursery .....	Southern Landscape Plants .....	86	West, T. B.....	Fruit Trees .....	79
Kelly Bros. Nurseries .....	Cherry Trees .....	62	Wilson & Company, C. E.....	Barberry Seedlings .....	77
Kelway & Son .....	Old English Flower Seeds .....	84	Wilson Co., C. E.....	Hedge Plants .....	66
Kervan Company .....	Sphagnum Moss .....	63	Young, Robert C.....	Berberis Thunbergi .....	79
Keystone State Nurseries.....	Privet, Barberry, Apple .....	85			
Little Tree Farms .....	Evergreens .....	81			

# NOW IS THE TIME

Spring is looking you right in the eye, and before you know it, you will be in the planting rush.

**SEND US YOUR ORDER TODAY!**

We are offering an excellent assortment of

SHRUBS  
NAMED LILACS  
CLIMBING VINES  
H. T. ROSES. Scarce kinds.  
H. P. ROSES. A long and well assorted list  
BABY RAMBLERS. The best varieties  
MOSS ROSES, RUGOSA, HYBRID RUGOSA,  
and MISCELLANEOUS VARIETIES  
CLIMBING ROSES  
NAMED PAEONIAS and NAMED PHLOX

PERENNIALS. A good assortment.  
HEDGE PLANTS. All kinds.  
BARBERRY THUNBERGII SEEDLINGS  
FRENCH FRUIT TREE SEEDLINGS and  
ROSE STOCKS, ready for prompt shipment  
from Manchester.  
ORNAMENTAL TREES  
EVERGREENS  
FRUIT TREES. Fine assortment.  
SMALL FRUITS

Our stock is of high QUALITY. We are ready to give you good, snappy SERVICE.



**C. R. Burr & Co. Inc., Manchester, Conn.**

GENERAL NURSEYMEN

WE DO NOT SELL AT WHOLESALE TO RETAIL BUYERS

## Mount Arbor Nurseries

E. S. Welch, Pres.  
SHENANDOAH, IOWA

### Our March Bulletin

Offers a very large and complete  
list of general nursery stock.

We call special attention to the following:

**Fruit Trees  
Forest Tree Seedlings  
Privet, Amoor River North  
Roses, Climbing  
Perennials**

We are always glad to receive your want lists.

**FIFTY YEARS  
IN THE WHOLESALE NURSERY BUSINESS.**

## The Preferred Stock

### ROSE, F. J. Grootendorst

Available this spring in quantity. Its place in the trade was established long before the supply could take care of the demand, but this season we have prepared for a heavy sale.

2 yr. No. 1 grade @ \$35 per 100; \$300 per 1000  
2 yr. No. 1½ grade @ \$20 per 100; \$175 per 1000

It is a beautiful thing whether used as a single specimen, as a hedge or in a mass planting.

#### LODENSE PRIVET (Ligustrum Nanum Compactum)

One of our best sellers this season. Three grades are available.

3 yr. 15-18 in. @ \$20 per 100; \$180 per 1000  
2 yr. 12-15 in. @ \$12 per 100; \$110 per 1000  
1 yr. 6-12 in. @ \$8 per 100; \$70 per 1000

Orders are being booked now for immediate or later spring shipment. Bulletins issued every two weeks. If you are not on our mailing list, write us.

**Jackson & Perkins Company**  
Wholesale Only  
Newark, New York.

# American Nurseryman

## The Chief Exponent of the American Nursery Trade

### National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLIII

ROCHESTER, N. Y., MARCH, 1926

No. 3

## POINTERS TO NURSERYMEN ON OUTDOOR PLANNING

By Prof. C. E. Cary, University of Minnesota, in Address Before Wisconsin Horticultural Society

**W**HETHER or not you have recently ascertained the correct definitions for the words "flighty" and "vistas," you are probably as much in the air as I am as to just what this discussion is to be about. However, while we are up in the air, let's stay up for a while, and take a bird's eye view of the average home grounds and its landscape development. True, we will seldom enjoy our own landscape from this vantage point, but in the development of the home grounds, in ground, we are so apt to lose sight of its third dimensional aspect and to think of the many features and their individual uses and beauty instead of the scheme as a whole.

A well studied plan, in mind or on paper, for the development of the property as a whole, whether it be carried on in its entirety or not, is of course the only sensible way to go about this work.

What do we see from our seat in the clouds—order, symmetry, balance, all parts related to the whole—or a jumbled mass, of plant forms and architectural features, proclaiming loudly in variegated hues, unnatural shapes and improper placements, the lack of order and consequent loss of beauty. For heaven's first law is order and without it there is no beauty. As we dip and glide we note the great variety in the sites folks have selected for their homes, the canvasses upon which the home pictures are to be painted. Some are large, some small, many shapes and surfaces, building laws may restrict us here and existing features there, but everywhere, anywhere, the canvas is awaiting the hand of the artist—for art knows no limitations, beauty is not a question of size, the humble cottage dooryard may present to the eye of the beholder complete and enduring satisfactions.

Of course the site would want to be large enough to serve the purpose for which it was intended, in a good neighborhood, served by improved streets, highways, or other transportation facilities, by such public utilities as gas, sewer, electricity and water, and convenient to churches, schools, and shopping centers. Its exposure to winter's sun and summer's breeze is of importance and in the open country its protection from the wintry blasts and the hot dry winds of summer.

Having selected the site for our home (which of course has been designed to fit this site, and the reverse also be true) we are presented with the problem of placing this house and its architectural accompaniments so that it may appear as one with the site, as though it belonged there and nowhere else, the first step toward unity in our picture.

Here, again, restrictions may hamper all

attempts at a successful solution, yet these same limitations may aid us in securing a most pleasing result. The one important point to emphasize here, is that once our buildings are located, the size and shape of the remaining areas are determined and in them lies the use and enjoyment toward which our efforts are now directed.

There is, or should be, such a close relationship or connection between the rooms inside the house, their use and furnishings and the out-of-door rooms, their use and furnishings, that we can ill afford not to consider them both when planning either. The ideal is met when house designer, home owner, and landscape architect work hand in hand from the beginning.

A survey of many typical homes of average size, reveals a division of rooms nearly alike in all—these rooms, in number, size, shape, location, and furnishings dependent upon the use to which they are to be put.

### THE FRONT DOOR WELCOME

One's first introduction to the new home comes at the front or entrance feature. What sort of a welcome awaits you at your front door? First impressions are lasting ones they say—do those who arrive at your front door receive a favorable one?

The outdoor area, or room, adjacent to the house entrance, usually called the front yard, plays a most important part in this welcome. Its size, shape, and furnishings, should bespeak character of a simple though dignified nature. On the small property, at least, an obvious balance of all parts and materials will aid in giving that feeling of fitness, of belonging there, so lacking in many of our present day dooryards.

In order to secure that feeling of breadth and repose so essential to a satisfactory home picture, the front lawn areas should not be cluttered with meaningless walks, discordant displays of near art and horticultural monstrosities, but left rather open, framed by plantings of trees and shrubs of year round attractiveness with here and there a splendid specimen for shade, for pure ornament or as adjuncts to the larger theme, the house itself.

Into the house again we find a room or a group of rooms given over to the service features of the home. The kitchen, the pantry, the store room, etc., rooms so located, so designed and so furnished, as to serve their purposes conveniently, and yet attractively. On the average home grounds there is need for similar rooms out-of-doors and again for convenience, economy of space and harmony in use and beauty, these service areas will be adjacent to, and directly connected with, the service rooms indoors. Here we will find the garage and other service buildings, the vegetable garden, the bush fruits, the clothes drying yard,

and cut-flower garden. True, these are features serving primarily a utilitarian purpose, yet they need not lack beauty in form, placement or decoration. Upon the need of or desire for these service elements will the size and shape of our out-of-door service areas depend.

Last, but not least, in fact of utmost importance to the fullest enjoyment of our home and its grounds, is the outdoor living room or private area. Properly located on the best exposures for plant growth, it should be connected with the indoor living rooms, either directly or indirectly, actually linking it to this portion of our house with garden paths, turf panels, steps, terraces and porches, or visually by creating axis for its principal features through windows or doors in these rooms. It is only by unifying the various parts of our design that we can hope to secure harmony.

### WALLS OF THE OUTDOOR FLOOR PLAN

Having arranged our floor plan, we are ready to proceed with the construction of our walls, for walls there must be if we are to secure the privacy necessary to the fullest use and enjoyment of our rooms. Walls of earth, of masonry, of frame or of plant forms—the severely trimmed hedge, the informal shrub border, the vine clad wall or fence. And as in our house walls we find various openings for various purposes, so out-of-doors the walls surrounding or dividing our out-door rooms will be broken here and there with doors, enabling us to circulate freely and conveniently for maintenance and pleasure, and with the windows opening out to an attractive view or permitting the sun's rays to aid the growth of some choice group of flowers.

In the out-door living room, these walls will form an admirable background for the display of color in the flower beds or borders, and a splendid foil for the garden furniture, without which out-door life would be drab indeed.

### THE OUTDOOR FURNISHINGS

In selecting the furnishings for these rooms, we should keep in mind the purposes they are to serve. This is frequently lost sight of in choosing the various plant elements. Place the evergreen and deciduous trees first, they are the large features in our picture, and at least in the third dimension take up considerable of our canvas. Whether they are to serve for shade, for screen, for framers, backgrounds, accents or pure ornaments, they must be selected with care. This is no less true of the shrubs, vines and flowers. However, even with their great diversity in shape, foliage, bark, flower and fruit, they all have these three characteristics in common, form, texture, and color, and if we compose our pictures

(Continued on Page 68)

## HOW NURSERYMEN CAN INCREASE THEIR REVENUE

Simple System of Ascertaining Exact Cost of Producing Each Item of Stock Grown Can Be Operated at the Expenditure of Only Twenty Minutes' Time Each Week and at the End of the Fiscal Year Two Hours in Compiling the Weekly Data—Briefly Explained by the Manager of a Nursery Concern Which Has It in Successful Operation.

By W. T. LaFollette, Swenson Nursery Co., Before Western Nurserymen's Association

**I** ASSUME that all are agreed, merchandising in any amount cannot be carried on at this date successfully without some accounting; especially with reference to the cost of the commodity being produced or handled.

Notwithstanding this assumption, which I feel is based on the actual condition of trade as it is carried on now, and furthermore notwithstanding the Nursery business is perhaps as complex as any that may be found according to volume, there are many—more than one half of all persons engaged in producing Nursery stock—that keep very few accounts, if any, and do not pretend to keep accounts of any kind that would establish accurately the cost of any single article they produce.

Nurserymen are not alone in this neglect of good business practice, but same may be truthfully said of all classes of agriculturists.

Be this as it may; it should be readily apparent to all, that the Nurserymen more than any other class should know what it has cost him to produce ready for the market each tree, plant and vine that he sells. If for no other reason, all he sells is of the individual unit price; and of vast numbers.

A ranchman with an investment of \$50,000 who sells his cattle by the individual or unit price, but in fact more often by the pound, would have to offer from his production any given year, no more units than a Nurseryman growing a general line of Nursery stock would produce with an investment of \$1,000. This one comparison should be sufficient to indicate clearly how much more important it is for one engaged in producing merchandise that runs into the tens of thousands, and is sold by the "each" or single item price to know what he has invested in each item sold.

If the seller does not know this fact he is liable to do himself much harm by naming a price that is too high, but more often under the lash of strong competition he will make a price below the cost of production of any article he has produced and which is the subject of barter. In the latter instance he not only does himself business injury, but also injures everyone engaged in the Nursery business, by demoralizing prices, that might be established at a fair profit after cost of production has been returned.

Few there be, if any, who have followed the Nursery business a few years, but will agree at the best there is hazard a plenty; and to secure any profit on the business, year in and year out, is a task, even though all precautions within the range of human divination are invoked, to make the business a success. What with frost and summer heat, storm and drouth, pests and law makers; organization, system and undying energy attached to an inborn love for the work are necessary to success in the Nursery business as it is carried on at this time.

In recent years there has been more or less mention of the necessity of cost accounting at divisional and national association meetings, and sporadic discussion of this subject through the trade journals.

### Pointers To Nurserymen

(Continued from Page 67)

with these in mind and remembering great art principal of good spacing (good proportion) we will not go far astray in securing the desired use and beauty in our home grounds, for beauty it is we are seeking.

Someone has aptly said that we may live without beauty, but, not so well.

**AMERICAN NURSERYMAN** should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

which clearly discloses the fact that many Nurserymen doing a volume of business of sufficient magnitude, if in any other line to cause the employment of a corps of bookkeepers, do not feel the subject of sufficient importance to devote a few hours each month to a work that is not only essential to success but enticing and entertaining when once established and understood. A few have expressed themselves as believing the effort wasted as different conditions of season, labor and other elements one year with another would render ineffective any figure established as the cost of production. It shall not be our purpose at this time to enter into a discussion of these contentions, but they are mentioned here as an explanation why cost accounting shall now be taken up from the elemental standpoint.

Any system of accounting that is satisfactory must be easily understood and subject to verification. Or in other words the accounts must be kept so the average inexperienced mind may readily grasp the import of the account, and each account must have some pre-established account or item to check against, thus proving the account to be correct. It is a well-known fact that all manner of agricultural operations are woefully deficient in accounting. Undoubtedly the principal reason for this is the fact that the worker, he who does the actual work of producing, is not a bookkeeper.

Labor occupies a more important place in the aggregate cost of production of all agricultural products than any other line of manufacture; and the Nursery business is one class of agriculture. Therefore should the man behind the plow, or with the pruning shear in his hand, be wholly deficient in education looking to the keeping of accounts he is apt to detest what he readily terms "red tape." Even though some of the best teamsters obtainable or the best propagators developed by years of training may through the novelty of the new work undertake to keep the initial memorandum necessary to cost accounting, the novelty soon wears off and the meritorious effort so auspiciously begun at the beginning of the year from this cause alone often falls into disuse.

I have in mind a large concern that devoted each year several thousand acres of land to growing one kind of vegetable seed; and who endeavored for six successive years to ascertain how much the seed they were producing cost per pound and from the last mentioned cause alone they signally failed each year. Finally a system of accounting was evolved that overcame the antipathy of their field men and the first full year accurate accounting was practiced a loss was ascertained of more than \$320,000 of this one item; considering the actual cost of producing their seed, as compared with the price for which seed of a like grade could be purchased elsewhere.

Many persons engaged in the growing of Nursery stock, especially fruit trees, are paying out from two to four times as much money to produce their stock, as it would cost them to buy the same varieties and grade from other sources where system, experience, and climatic conditions are more favorable.

Any system of accounting that will appeal to the average field worker or field foreman of a Nursery and which will not annoy him so that he will ungraciously carry on his small portion of such accounting must be arranged so this fountain source of data will be forthcoming throughout the year promptly, enthusiastically and accurately. To develop such a system would appear at first glance to be quite a task, but I feel sure the next few minutes will disclose such is not the case.

We now move to the second and final general division of a satisfactory cost accounting system.

Certainly any one engaged in the Nur-

very business with a volume of \$1,000 or more per annum will perceive whether or not in the aggregate they took in more money than they paid out. This being the most comprehensive, and self evident phase of the operation of any given business, we will endeavor to illustrate by words one system that has been used several years and found practicable, easily carried on without discord among the workers in the office or field and found to establish certainly the cost of producing each item sold and all this with not to exceed the use of time in the office of one bookkeeper twenty minutes each week throughout the year and at the end of the fiscal year two hours, time to compile the data obtained each week.

This system works harmoniously with other accounts that are necessarily kept since the adoption of the Income Tax law; and which from the viewpoint of this system may be termed "overhead" as relates to cost applied to actual production expense. While, as indicated, any system of general account may be used by those who are keeping cost accounts, the voucher system now recognized as the most desirable will be considered in this discussion.

Most concerns using the voucher system utilize one or more columns at the left hand side of the voucher record to record the total amount of each voucher, the aggregate amount of which at the end of the balancing period should be the amount against which the distributed amounts should balance.

Inasmuch as labor constitutes such a large percentage of cost of production of Nursery stock, a good practice is to carry one column for general expenditures and one for "labor" or "pay roll" and of course among the distributive columns will appear one for labor.

To supply the data necessary to ascertain the cost of producing any particular variety, or grade of any particular variety, a special sheet is prepared to be filled out by the field foreman and returned to the office along with the usual pay roll sheet at the end of each reporting period. This sheet is inexpensive and supplies completely each man hour, horse hour, truck hour or any other field effort applied to each stated class or variety of stock being grown. This sheet is ruled and cross-ruled, and all the field foreman has to do is pencil in small squares thus ruled opposite the variety where the time or other field expense was laid out the quantity thus applied each day; the columns representing the days of each period.

When these sheets reach the office and the pay roll is made up an ordinary columnar ruled book costing \$2.25 will serve as a permanent accurate distributive record for all the data thus supplied, and will have enough pages to last a Nursery doing a business of \$100,000 per annum for ten years.

This system contemplates carrying twenty-five general accounts that are supplied by the voucher record and one bookkeeper easily keeps all book accounts including the accounts of twenty salesmen and keeps them in such manner that when the fiscal year ends they are available at the close of business on the last day for a thorough and complete audit and annual report.

Furthermore the figures made and the accounts thus kept supply without additional bookkeeping all the data necessary for Income Tax reports; and when closed automatically check or verify the accuracy of the work. Also furthermore this one bookkeeper does not make claim of being an expert, and during the year is able to keep up to date all collated lists of stock sold.

The twenty-five general accounts supply all information from what this system terms "overhead," these taken with the small special effort and prorated will readily give the cost of each apple, peach,




WE ARE HEADQUARTERS FOR LINING OUT STOCK

# Hill's Evergreens

1926 wholesale catalogs sent on request to the trade. Please use business stationery to avoid delay. Descriptive catalog containing 25 pictures in colors is now ready. Mailed free to the trade.

		Per	Per			Per	Per
		100	1000			100	1000
<b>BIOTA</b>							
Chinese Arbor Vitae	6-8	4c	3c	<b>PINES</b>			
<b>JUNIPERS</b>				Austrian	4-6	4c	3c
Canadensis	6-8	7½c	6½c	Jack	6-8	3c	2c
Chinese	4-6	5c	4c	Hill's Mugho	4-6	15c	14c
Virginiana	2-4	4c	3c	Ponderosa	6-8	8c	7c
<b>SPRUCES</b>				Sylvestria	8-10	3½c	2½c
White	6-8	4½c	3½c	<b>RETINOSPORA</b>			
White	8-10	15c	14c	Plumosa	6-8	15c	14c
Black Hills	4-6	5c	4c	Velutina	6-8	20c	19c
Black Hills	6-8	17½c	16½c	<b>YEW</b>			
Engelmann	4-6	4½c	3½c	Canadensis	8-10	15c	14c
Norway	6-8	2½c	1½c	Cusp. Brevifolia	4-6	25c	24c
Norway	6-8	8c	7c	<b>ARBOR VITAE</b>			
Colorado Blue	4-6	6c	5c	American	4-6	7c	6c
Colorado Blue	6-8	16c	15c	Compecta	8-10	20c	19c
				Globose Nova	6-8	22½c	20c
				Hovey's	8-10	20c	19c
				Siberian	6-8	25c	24c
				Woodward's	6-8	22½c	20c

		Per	Per
		100	1000
<b>FIRS</b>	Inch		
Balsam	4-6	10c	9c
Brachyphylla	2-4	12½c	10c
Concolor	4-6	15c	14c
Fraser	4-6	10c	9c
Velutina	4-6	12c	11c

	
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0—Indicates seedlings. x—Indicates one transplanting. Seedlings sold in multiples of 50; once transplanted sizes sold in bundles of 25. 50 of same variety and size at the 100 rate; 500 at the 1000 rate.

## THE D. HILL NURSERY CO.

EVERGREEN SPECIALISTS · LARGEST GROWERS IN AMERICA

Box 402

DUNDEE ILL.

cherry or other tree according to grade; and the sums thus secured and applied in the aggregate should equal the grand total of all monies received and expended during the year, which of course being supported by a voucher system contemplates that every dime spent by the concern shall be by check, or other money order, supported by a specific voucher.

These general accounts automatically keep the distribution of expenditures as relates to cost of production up to date at all times, and should a "pay roll" column be carried on the voucher record a check is obtainable at any time throughout the current year on cost of this important item, to ascertain if the cost of production is exceeding a budget allowance or for any other purpose; and these figures are obtainable with little effort and the use of only a few minutes' time.

The distribution of expenditure for cost of production may be carried into any number of accounts covering varieties or grades of the same variety, thus serving large or small operation.

The basis of this system is "tabulation" and the paramount idea in developing same was to prepare a minimum number of blanks of such form that the most illiterate workman could supply his small portion of data promptly and accurately indicating certainly where each hour of his labor was used for which the "Cost of Production" account would ultimately be charged.

It has been possible to do this with only one small special blank form, 5½x8½ inches, to bring complete to bookkeeper all data necessary to develop the accurate cost of producing each tree, vine or shrub grown. This word representation of this system does not illustrate as clearly as the three or four blank forms, necessary to carry on a complete and accurate "cost accounting" of all items produced, would show.

As stated at the beginning, this discourse is predicated on the assumption that all successful Nurserymen are agreed cost accounting is necessary or at least desirable. However, should there be any who are not ready to admit this fact I feel a discussion

of a different nature should be called forth to show this fact; therefore, no argument on this point will be produced at this time.

### LITERATURE

Rus: A Biographical Register of Rural Leadership in the United States and Canada. Compiled by Dr. L. H. Bailey and Ethel Zoe Bailey, Ithaca, N. Y.

This issue of Rus contains 6005 biographical entries as against 4631 in the second (1920) issue; it also has records of 95 persons deceased since 1920. The selections were made from 15,000 solicitations for data.

Rus is intended, say the authors, to be a register of rural leadership, in the persons of living men and women. It aims to include those persons who are prominently engaged in rural work and in whom the public has reason to be interested, as farmers, teachers, investigators, business men, lecturers, ministers; farm country and home demonstration agents; authors, editors and the leading personalities in the administrative, commercial, co-operative, organizational, political and public-service fields as they directly influence agriculture and country life. The title is the Latin rus, the country.

Besides 735 pages devoted to the alphabetical register of persons, 13 pages are given to a directory of journals devoted to agriculture and rural life. The whole constitutes a valuable reference book.

We are indebted to W. B. Shearn, head of the flower and fruit house of Shearns, Tottenham Court Road, London, for the following London press account of an American invention:

"A machine that indelibly stamps all fruit with a trade mark or place of origin has just been perfected in California, and probably soon will be adopted by Dominion exporters.

"The invention rapidly passes apples, oranges, nuts, or other fruit under a piston, to which a pliable stamp is fixed. The

stamp adjusts itself to fruit of any size or shape, and even when impressed on a surface so wrinkled as that of a walnut the mark remains whole and clear."—London Post.

Bulletin 46 of the Tennessee State Board of Entomology was issued in December. It contains report of Nursery inspection service in Tennessee, names of florists, strawberry plant growers and certified sweet potato growers in Tennessee, giving the acreage and variety of stock grown. This will be sent upon request by G. M. Bentley, state entomologist.

#### Hale Peach Needs Pollinizers

When the fruits are in the box there is no peach quite like the J. H. Hale peach. It has size, carrying qualities, and attractive appearance to make it top the market. One of the big troubles has been to get the fruit. The New Jersey Experiment Station has shown that the J. H. Hale peach is self-sterile and will bear no fruit unless it is properly pollinated. The Michigan Experiment Station then showed that Banner, Elberta, Fitzgerald or South Haven—in fact, any of the peaches that were tried—were good pollenizers. South Haven, which is the new peach about which so much is heard in Michigan these days, has proven the best pollenizer for the J. H. Hale, possibly because it blooms at about the same season. With a hive of bees inclosed in a netting cover placed over two Elberta and two J. H. Hale trees the J. H. Hale trees set a fine crop. On the other hand J. H. Hale trees inclosed by themselves set no fruit. Apparently pollenizers must be provided for this variety if it is to be grown profitably. The trees are apt to injure badly at the crotchets. Probably skillful pruning would obviate this.—Rural New Yorker.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

## LINDLEY NURSERIES IN THEIR LATEST DEVELOPMENT

**Now Established at the New Friendship Plant of Four Hundred Acres and the Overhills Plant of Five Hundred Acres Near Pinehurst and Southern Pines—Well stocked with Lindley Specialties—Greenhouse and Floral Departments With Stores in Greensboro, Winston-Salem and High Point, N. C., to A. J. Sykes, Florist—Lindley Nurseries, Paul C. Lindley Proprietor, Direct Descendant Through Three Generations—Interesting History.**

**T**HE recent announcement of a change in the organization of the J. Van Lindley Nursery Co., Pomona, N. C., was not a surprise to those familiar with the enterprising and energetic methods of Paul C. Lindley who has been the head of the firm for many years. Under the new arrangement he has acquired personal control or ownership of the Nursery business and property, which will be conducted from now on under the style of Lindley Nurseries, Paul C. Lindley, president.

The greenhouse and floral departments with stores in Greensboro, Winston-Salem and High Point, N. C., formerly associated with the J. Van Lindley Nursery Co., are now entirely separated from the Lindley Nurseries and are known as Sykes Florist, Inc., under the management of A. J. Sykes, who for fifteen years or more has been connected with the Lindley Floral stores.

The Lindley Nurseries represents a forward step of an old and respected business which has continued in an unbroken line from father to son for three generations. It is directly descended from the New-Garden Nurseries established in 1850 by Joshua Lindley, which was probably the first North Carolina Nursery undertaking to supply growing trees on a commercial scale to planters in that state.

Joshua Lindley was born in Chatham County, N. C., but spent his youth and early manhood in Indiana where he was trained in the fruit and Nursery business. The New-Garden Nurseries were established about five miles west of the present city of Greensboro, upon returning to his native state. In connection with the Nursery business he operated an extensive orchard, and there is historical record of his supplying the officials of the first railroad convention in Greensboro with a basket of peaches. This was probably in 1856.

In 1866 he took his son, J. Van Lindley, with him in partnership, and for about 15 years the business continued under the name of J. Lindley & Son.

As the "Van" part of the Lindley name first appears here it is well to make it clear that the family name is Lindley only. J. Van Lindley was named for a famous English horticulturist and writer, John Van Mons. Lately there has been an erroneous tendency to assume that the family name is Van Lindley.

### OLD-TIME TREE PRICES

A catalogue issued by J. Lindley & Son in 1872 is extant, and contains the interesting

statement that "Orders accompanied by cash or ordered C. O. D. by express, only will command attention." A later paragraph reads "Bacon, corn, wheat, flour, etc., will be taken in exchange (if delivered at our Nurseries or in Greensboro) at the highest cash prices." As this merchandise was apparently considered the same as cash, the two statements may be reconciled.

The prices in 1872 have an antiquarian interest. Apple trees fetched 25 cents apiece and 185 varieties were listed! The novelties included such varieties as York Imperial, Rhode Island Greening, and Gravenstein; but most of the other 182 have disappeared. Peach trees brought the same price, and there were 142 varieties. Other stone fruits, quinces and pears sold at 75 cents each.

The business continued in a prosperous state until 1879 when the son decided to establish a business of his own distinct from his father's. He withdrew from this partnership and started a personal establishment which continued about 20 years until it was incorporated as the J. Van Lindley Nursery Co. This new firm finally superseded the old firm of J. Lindley & Son, which gradually went on business, leaving a heritage of excellent training, unimpeachable reputation and good-will to the new firm.

The land holdings of the new firm gradually increased with the volume of business done, until 1200 acres at Pomona were under Nursery cultivation. But the city of Greensboro was also growing rapidly, and the Pomona property soon became more valuable as real estate than as Nursery land. It was time to move.



One Season's Growth of Roses from 2½ Inch Pots at Overhills

### NEW PLANTS AT FRIENDSHIP

About 5 miles on the main road beyond Pomona a tract was secured which became known as the Friendship Branch. This land is ideal for Nursery purposes, level and well-watered, with excellent red soil in one part and lighter sandy loam in another. Since acquiring the first property in this district some ten years ago, the holdings have increased to 400 acres, most of which is given to ornamentals. Conifers do especially well there, and broad-leaved evergreens thrive remarkably.

The progressive methods of Mr. Lindley are displayed in the attention he pays to the unusual and valuable plants which he is gradually accumulating in quantity. At Friendship, a new variety of privet, *Ligustrum sinense pendulum*, is being grown extensively. It resembles California privet in leaf, but the branches droop with a peculiarly attractive grace when used for hedge planting.

Another novelty, *Osmanthus americanus*, popularly known as "Devil-Wood", seems extraordinarily well adapted to southern landscape work. It has thick, short leaves of shining green. More than a thousand fine specimens are growing at Friendship; but it is exceedingly rare in other Nurseries.

Two new hollies, *Ilex vomitoria* and *I. Sieboldi*, are particularly noteworthy. *Vomitaria*, commonly called the Youpon Holly, closely resembles the native *I. opaca*, but fruits much more freely and the color of the berries is brighter. *I. Sieboldi* rarely exceeds 15 feet in height, but it is remarkably brilliant when in full fruit. It was brought from Japan by Professor Sargeant.

*Viburnum rhytidophyllum* is a favorite shrub of Mr. Lindley's. Its long, leathery, heavily veined leaves are very attractive; its low growth and evergreen character seem to give it peculiar merit as a foundation shrub or a plant for the doorstep.

A new *Lonicera*, which originated at Friendship, is also in process of multiplication, looking toward its introduction to the trade within the next year or two. It resembles *L. heckrotti* in foliage and flower, but of more compact and upright growth.

### FRUITS AND ROSES AT OVERHILLS

Besides the Friendship Branch a large tract near Pinehurst and Southern Pines has been converted to Nursery purposes.



Across the Broad Acres of the Overhills Branch of Lindley Nurseries

Originally when this tract was acquired some twenty-five years ago, it was covered by an immense peach orchard which is being rapidly replaced by Nursery stock. There are about 500 acres of fine coastal plain soil with some muck. Hardwood cuttings root if merely shoved into the ground and make astonishing growth. Privet two years from the cutting stands taller than a man, and one-year apples average well over 6 feet.

This branch, which is known as Overhills, is devoted largely to apples and roses. More than half a million apple trees in all the standard varieties, particularly those adapted to the middle South, are propagated there annually. Roses thrive remarkably well; most of them are grown outdoors from rooted cuttings, reaching a very satisfactory size in two seasons. Only those varieties which accommodate themselves cheerfully to Southern gardens are grown in quantity.

Half of the Overhills acreage is planted to Nursery stock. The remainder is in farm lands and timber. It was from this district that Mr. Lindley obtained the hundreds of young evergreens which he brought to Greensboro for the Christmas season and placed in the flag sockets along the main streets, a unique and generous act of a truly public-spirited man.



Two-year-old Privet Taller Than a Man, Growing at Overhills Branch of Lindley Nurseries

as to whether I shall use it at once or hold it for this horticultural number. I am very glad to have it."

By Luther Burbank, Santa Rosa, Cal., Jan. 7—"Dear Sir: I am not working with trees much now except in a few rare instances. Your elm is no doubt a hybrid and is a very interesting tree. An elm which grows faster than others is also an extremely valuable tree.

ing, prevents full nutrition to the top; at the same time, the roots, for successful development, must also become established, at temporary cost of vitality in the new situation. Probably as many or more trees fail through lack of this simple precaution of pruning as from any other cause."—Fredrick W. Kelsey, New York City.

**As To Circularizing**—Having just had an autumnal clear up of my office, I am wondering whether circularizing pays! As my meaning may be somewhat vague, let me hasten to say that I had several sacks full of leaflets, circulars, and catalogues of various kinds, with which I did not know what to do. For what is may be worth, my opinion is that generally speaking this form of advertising does not pay. There are so many cheaper and much more effective forms of advertising, that I am surprised so many horticultural traders indulge in circularizing. Circularizing is a form of publicity which rarely pays, but publicity by judicious press advertising is, in my opinion, a very profitable and necessary adjunct to any go-ahead concern.—"Nomad" in Hort'l. Advertiser (British).

**Editor American Nurseryman:**

The supply of Nursery stock is being taken up very fast. The end of the season is going to find stock of many varieties in salable sizes exhausted. Trade has been fair, but at this season we are very busy, and unfortunately too large a percentage of the trade wait until the spring season for their plants.

LAKEWOOD NURSERIES.

**Editor American Nurseryman:**

I think there is no question that you have done more than any other individual to raise the standard of Nursery practice in the United States.

LLOYD C. STARK.

Louisiana, Mo.

Indian Springs Farms, Lysander, Onondaga Co., N. Y., will include a Nursery in its operations.

Bound Brook Nurseries, Piscataway, Md., have been incorporated by James D. Page and others; \$70,000.



The Old Homestead of Josiah Lindley Near Pomona, N. C.

### Strong Commendation of Elm

The new elm introduced by H. R. Mosnat, Chicago, Ill., described and illustrated on page 20 of the January *American Nurseryman*, has attracted attention in many circles. Following are expressions noted last month:

By Dr. Charles S. Sargent, director of the Arnold Arboretum, Jamaica Plain, Mass., Jan. 8—"My dear Mr. Mosnat: I am very much obliged for your letter of January 2d, the photograph of your most interesting form of elm, and your promise to send the Arboretum a couple of plants in the spring. Evidently you have gotten hold of a first-class ornamental tree which should prove especially valuable as a street or roadside tree where there isn't space enough to permit the development of the ordinary type of the American elm. I shall watch the growth of this tree with great interest and shall do what I can to make it better known. I want to keep the photograph you sent me in our collection of photographs, and if you could let me have another I should be glad to get it published in 'Horticulture' the journal of the Massachusetts and New York Horticultural Societies."

By H. W. Callingwood, editor Rural New Yorker, New York City, Jan. 8—"Dear Sir: I think this little note of yours with the picture is excellent, and I want to use it in The Rural New-Yorker. It is a question whether it would pay better for me to hold this until our annual horticultural number is published. We like to fill that up with a lot of matter that is rather new and striking. However, I will decide that in a few days

"As far as I know now the Lancaster elm is entirely out of existence, not one tree lives, but I believe I sent out a few of them but I do not know whether there are any left. This Lancaster elm was without doubt a hybrid.

"The smooth bark of your elm is interesting as well as the size of the leaves and its growth. If you want to send me a couple of cuttings I will test it if you like."

**A Pointer to the Planter**—"Vast quantities of new-planted trees are lost every year from defective or imperfect pruning, or, worse, no pruning at all. With the exception of small trees, the root system of practically all trees is unavoidably lacerated in the process of moving. This, after replant-



A Block of Evergreens the Second Season from 2 1/2 Inch Pots. Friendship Branch of Lindley Nurseries

## SPRING RADIO TALKS TO PROSPECTIVE PLANTERS

By J. A. Young, Aurora, Ill.

Radio Talk from Station WLS, Chicago, Ill.,  
Jan. 20, 1926

We Nurserymen of Illinois, about 114 strong, have been meeting here in Chicago to talk over our problems and we as Nurserymen feel that to talk about our problems means help for you.

We must give you better trees and plants and seeds so that whatever advancement we make will not only help us but be of value to you who plant our products.

It will be of interest to you to know that each member of this association subscribes to a Code of Ethics:

I want to take this opportunity of suggesting to you the following:

1—Plan right now what you are going to plant and how you are going to plant. Get in touch with some Nurseryman, for any member of the Illinois State Nurserymen's Association will gladly help you.

2—Order early. Too often orders are delayed until planting time and then rushed to the Nursery expecting and often demanding instant service. Do not wait. Get in touch with a member of our Association and place your order. Do this right now.

3—When your trees and plants arrive, do not permit the roots to dry out. The best way is to open the bundle and bury the roots. We call this heeling them in.

4—Plant your trees and plant well. Make holes bigger than needed. Place the tree or plant about  $\frac{1}{2}$  to 1 inch deeper than it stood in the Nursery. Put nothing but fine earth into the hole and tramp the ground firmly about the roots. This is very important.

5—On all shrubs cut away about one-half the wood. The best way to trim an apple tree is to cut off all limbs and cut the top off about 3 to 4 feet above the ground. If this is not done then by all means, spur the limbs back, taking off at least one-half of all limbs.

6—Cultivate your trees and plants just as you would your vegetable garden. Do not cultivate deep but often—at least once each week.

7—Do not buy trees or shrubs or plants just because you can buy them at a cheap price. The first cost of a tree is small compared to the results to be obtained. A poor tree or plant is high priced at any price. Demand and get only the best in everything you plant. Buy your trees and plants of Illinois Nurserymen and from members of our Association because when buying from them you are protected by the Association itself.

Help make Illinois more fruitful and beautiful by planting abundantly this coming spring.

8—If any member of the Association can be helpful to you, call on us. I thank you.

By Editor "American Nurseryman"

Radio Talk from Station KMA, Shenandoah, Ia., Jan. 29th

Thirty-three years ago it was my privilege to establish the first Nursery Trade Journal in America. I have seen the development of a comparatively small industry to one of large scope and wonderful productions. In these days of artificiality on every hand (and on many faces), the longing is to turn to the real thing—the natural bloom. Few if any occupations are as fascinating as that of assisting Nature to do her best. That is the province of the Nurseryman. While he would scorn to paint the lily, he does successfully undertake to enlarge the size and multiply the colors of the rose while preserving its fragrance and to make the bush blossom perpetually, weather permitting.

Nurserymen have been in annual conventions at several places east and west this month, planning to provide more of the most striking beauties of Nature which are in ever increasing demand for the outdoor furnishing of the home between verdant walls of hedge. The power of the camera and the skill of the artist have depicted what can be done; but on every automobile tour in summer one cannot escape the striking transformations which have been brought about.

Another growing season is coming on

apace and this little talk is just to remind you that the most pleasing effects do not just happen but are the result of constant study by conscientious artists of experience in a high calling.

The pleasure of working with Nature is not alone that of the Nurseryman. Every home dweller can join in the interesting game of vying with his or her neighbor in spring arrangements which will develop into summer surprises—a healthful and an elevating occupation.

By Dr. Geo. G. Atwood, Albany, N. Y.

Radio Talk in January from Station WGY, Schenectady, N. Y.

Horticulture is a specialized part of the Art of Agriculture. The Nursery is a very highly specialized part of horticulture. The word Nursery means any place where trees, shrubs and other plants are grown for sale. The product of a Nursery is termed Nursery stock.

Early records recite that John Endicott, Colonial Governor of Mass., was the best fruit grower of his time and grew many trees. In 1644 he wrote to John Winthrop as follows: "My children burnt me at least five hundred apples trees this Spring by setting the ground on fire here them."

In 1648 he traded five hundred three-year-old apple trees for two hundred and fifty acres of land.

The first commercial Nursery in this country was established on Long Island by William Prince, who died at an advanced age in 1802.

From 1820 to 1830 the leading Nurseries were on Long Island. The most notable was that one belonging to Parson & Co., founded in 1838. This firm was instrumental in distributing large quantities of fruit and ornamental stock at the formative period of American horticulture. They were pioneers in the wide distribution of choice species of ornamental plants from Japan.

Between 1840 and 1850 the foundation of the great Nursery business of Western New York was laid. In 1857 large Nurseries were begun in Georgia and aided greatly in the development of peaches and semi-tropical trees and plants.

The Nursery business in the early days owed its reason for existence to the rapid growth of population and the bringing in to use of the unoccupied lands of the country for orchards and the demand for embellishing homes, streets and parks with attractive ornamental trees, shrubs and vines.

Nurserymen are distributors of suitable species and varieties of stock and are prompt in propagating by methods known to the art.

In 1858 David Thomas began in Cayuga county the growing in an experimental orchard of every known variety of tree fruit to test their values and his son, John J. continued the enterprise and wrote a volume illustrating the shape and describing the fruit for identification.

Alexander J. Downing, the famous landscape gardener or architect, had an orchard in the Hudson valley where thousands of varieties were grown for testing and he published in 1845 a large volume entitled, "Fruits and Fruit Trees of America." His brother Charles continued the work for several years and gave it up when the City of Newburg took away his orchards for a street.

The Thomases and Downings for many years were the arbiters on varieties. None of them were Nurserymen. Their work was one of love and their only reward was in the gratuitous services they rendered to the Nurserymen and fruit growers of the state.

Other horticulturists who blazed the trail for Nurserymen who were interested in fruit and some of them growers, were Worden, Barry, Hovey, Bukmans and others.

Our horticultural libraries contain many volumes on the numerous species of ornamental trees, shrubs, roses, perennials, etc., which have established ideals for Nurserymen to follow.

The science and art of producing new varieties by hybridizing and from seedlings for which Burbank's accomplishments are notable is in practice at our Experiment Station at Geneva. Hedrick has for sev-

eral years produced many remarkable new varieties of fruit among which are apples, pears, plums, peaches and grapes, that far surpass the varieties commonly known. Several of these are being propagated by our Nurserymen and their distribution is expected to revolutionize the present product in the commercial markets. Even the old Baldwin may have to give way to the new Cortland apple. New pears are finer than old ones, new grapes surpass older grapes.

We have also a wizard in our midst. His efforts are to secure something better in all such desirable respects as quality, color, size, flavor and shipping properties.

Soon after the Civil war, the development of the Middle West with the great extension of transportation facilities enlarged the demand for fruit trees enormously. At the time practically the only source of supply was in Western New York. The demand came from Ohio, Michigan, and Illinois. Kansas was a frontier where fruit trees were hauled by team from the latest R. R. track. Utah orchards grew from Nursery stock produced in New York.

As soon as transcontinental rails reached San Francisco, Geneva made carlot shipments to the Pacific coast. Ships took them down the Californian coast and up the Gulf of Mexico as far as navigable, where they were then hauled four hundred miles into the Nunda mining camps.

A barrel of apples was sent in one shipment and the miners paid \$5 each for the best apples grown.

The largest Nurseries in the state are the seedling Nurseries of the Conservation commission, where young trees for reforesting the wood lands are produced at the rate of 10,000,000 annually.

Nursery business is highly specialized. Trees from a foot or less in height are sold for a cent each or less. Ornamental trees—perfect specimens—10 to 15 feet high, for immediate effect on the choicest lawns, may be had at from \$50 to \$2,000 each.

Many Nurserymen grow great varieties of stock. Some grow fruit trees only, a few grow only one kind. Others grow only large transplanted specimen evergreens and deciduous trees.

Nursery stock is shipped to every state and many countries. New York buys much stock from Europe and from other states in the Union.

Owing to the outbreak of insect pests and diseases among the trees and plants in different places and seasons, precautions must be taken to prevent distribution to sections now free. All states have inaugurated quarantines or embargoes regulating the transportation of Nursery stock. This practice has been in favor for twenty years and no Nursery stock can be shipped from any point in the United States unless it bears a current year's certificate of inspection. Success in this procedure insures to purchasers needed protection.

A prominent horticulturist once said: "He who plants a single tree and cares for it does a good thing." What shall we say of ten of our larger Nurserymen who are growing in their Nurseries

12,500,000 fruit trees

10,000,000 ornamental trees and shrubs

4,000,000 seedlings and small fruits.

Over 100,000,000 trees and plants growing in the Nurseries of the state, including the millions grown by the Conservation commission.

Here we have more than a tree each for every one. They can be bought for a small sum. We have no millionaire Nurserymen, but some who do an annual business of \$1,000,000.

The first cost of a tree is small and only good results can be obtained with care. Thus we have from the products our Nurserymen supply the basis of the great fruit production and the lovely trees, shrubs, hedges and roses that adorn our parks, our streets and our estates, large and small, all over the state.

**AMERICAN NURSERYMAN** should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

# SPECIAL OFFERS!

## ROSES

200 Catherine Zeimet  
100 Hugh Dickson  
200 Magna Charta  
100 Sir Thomas Lipton  
500 Rosa wichuraiana

400 Rosa setigera  
100 Gardenia  
300 Baltimore Belle  
500 Crimson Rambler  
600 Excelsa

300 Mme. Plantier  
100 Rubin  
300 Tausendschon  
100 Trier  
300 White Dorothy

## SHRUBS

200 Aralia chinensis ..... 3-4' & 4-6'  
300 Aralia pentaphylla ..... 3-4'  
200 Cephalanthus occidentalis ..... 2-3' & 3-4'  
400 Cornus alba sibirica ..... 2-3' & 3-4'  
300 Deutzia crenata rosea ..... 2-3' & 3-4'  
300 Deutzia scabra ..... 2-3' & 3-4'  
400 Diervilla florida (Weigela rosea) ..... 3-4'  
600 Forsythia fortunei ..... 2-3' & 3-4'  
500 Lonicera grandiflora rosea ..... 2-3' & 3-4'

300 Lonicera morrowi ..... 3-4'  
350 Lonicera tartarica alba ..... 2-3' & 3-4'  
200 Lonicera tartarica rubra ..... 2-3' & 3-4'  
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200 Rhus typhina laciniata ..... 3-4' & 4-6'  
200 Symphoricarpos vulgaris ..... 2-3'  
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## HEDGE PLANTS

2000 Box Barberry ..... 12-18"  
5000 Ligustrum amurense (Amur Privet) ..... 3-4'

*Prices are right. Write or wire us what you can use.*

**Stark Bro's Nurseries & Orchards Co.**  
**LOUISIANA, MO.**

### Short Course For Nurserymen at Michigan College

The one-week course in horticulture given at Michigan State College, Feb. 8 to 13 gave good satisfaction to those in attendance. Although quite a number of fruit growers were present, it was mainly intended for Nursery salesmen, who are often called upon by their customers for information along a great number of lines. If they are not provided with accurate knowledge, the assistance they are able to give may prove misleading and result in serious losses, which naturally put a damper upon any horticultural enthusiasm the customer may have had, and will lessen the warmth given the canvasser the next time he calls.

To provide Nursery agents with correct information along the lines upon which he is most likely to be questioned, and thus enable him to be helpful rather than a detriment, the horticultural department of the Michigan State College, East Lansing, furnished a course of instruction, including desirable varieties; characteristics of first-class stock; the more troublesome insects and diseases and their control; the best soil for fruit and ornamentals; arrangement and planting; pruning; grafting; planting and care of fruit stock; selection, planting and care of ornamentals. While the instruction was largely by lectures, considerable time was devoted to demonstration and practical work.

This is the first year this particular course has been given, and only nineteen were in attendance, but judging from the interest and enthusiasm shown, the number taking this course will be greatly increased next year.

Following is a list of those taking the short course, all of Michigan:

David Black, Fenton; Arthur L. Neisler, Stevensville; Edward Mayers, 499 Going St., Pontiac; George Haley, R. 1, Dowagiac; Robert G. Foley, 107 Merrill, Birmingham; Cornelius Dietz, R. 1, Webberville; Ned F. Chubb, Webberville; Kate L. Reinsch, Freesoil; Albert J. Hartung, Onkama; Frank Hale, Milford; Otto F. Frank, R. 1, Sparta; Walter G. Ritz, R. 1,

Conklin; Herbert E. Coryell, R. 2, Birmingham; Edwin H. Rhodes, Brighton; Everett E. Carter, 8730 Russell, Detroit; Edward A. Upton, 4838 Spokane, Detroit; Edward W. Douglas, R. 3, Cheboygan; Henry Waller, R. 2, South Haven; Arthur P. Shepard, 169 Longwood, Detroit.

### Cortland Apples

#### Planting Stocks Now Available At

Geneva, N. Y.—Other Good New Apples  
Planting stocks of Cortland, the McIntosh-like apple, developed by the fruit specialists at the State Agricultural Experiment Station at Geneva, N. Y., are now available at a nominal cost, according to an announcement made by officials of the State Fruit Testing Association which propagates the new varieties originated by the station horticulturists. The Fruit Testing Association is a co-operative organization of fruit growers in this state and in many other states and Canada who undertake to test the new varieties of fruit brought out from time to time by the New York Experiment Station. After supplying its members, the Association distributes surplus stock at cost of production to other growers interested in new fruits.

The Cortland apple is described as the best known of the recent introductions by the Geneva Station, and is said to give much promise as a sort to prolong the season for the very desirable McIntosh type of apple.

Other excellent varieties of apples recently offered fruit growers stocks of which are now available include Red Spy, Red Gravenstein, Improved Astrachan, and Sweet Delicious.

Red Spy and Red Astrachan are typical apples of their kind except for a solid red color. Since red apples seem to find special

favor with the customer these sorts are believed to be well worth trying. Red Spy in particular, say the Station horticulturists, is deserving consideration because of the high excellence of the variety in addition to the deep red color.

The Improved Astrachan, a cross between Montgomery and Red Astrachan, is recommended on two counts, the variety is later than Astrachan, thus prolonging the season for this popular type of apple, and of even greater importance, the new sort is an annual bearer whereas the parent variety is noted for its off-season habit.

Sweet Delicious, an early mid-season apple, is said to be especially fine for home use. It is a cross between Deacon Jones and Delicious.

### American Rose Society

Secretary Robert Pyle, of the American Rose Society, reports on behalf of the committee for the dissemination of roses from the Dept. of Agriculture, having orders for 1694 Sarah Van Fleet plants, with only 935 plants available; of the 1725 Dr. E. M. Mills rose plants available, 470 remained unsold on Dec. 31. He was instructed to prorrate the oversold Sarah Van Fleet and to endeavor to dispose of the remainder of the Dr. E. M. Mills roses.

President F. L. Atkins expresses gratification in the continued growth of the society, hints at the need for more frequent communication with members, and indicates that the policy should be more definitely (1) to encourage the planting of roses in public places, as well as private, (2) to encourage hybridizing and research work, especially in the hope of eliminating rose troubles, and (3) by means of appropriate committees to enlist the interest as well as the support of the retail flower shop interests and also of the commercial growers. The society has a surplus of \$14,552.

City Landscape Gardener Herbert F. Gould, St. John, N. B., died last month. He was a Nurseryman.

When writing to advertisers just mention **American Nurseryman**.

# AMERICAN NURSERYMAN



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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Advertisements should reach this office by the 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., MARCH, 1926.

## FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1896, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism,"—John Watson.

## IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today, and that faith is justified."

## THE MID-MONTH ISSUE

### American Nursery Trade Bulletin

Affords in connection with the "American Nurseryman" an exceptional semi-monthly trade publicity service for Nurserymen. Rate: \$2.50 per inch; forms alone 10¢. Advertisements in "American Nurseryman" are reproduced in the "American Nursery Trade Bulletin."

# The Mirror of the Trade

## ITS HANDS ARE TIED

Robert Pyle, in the last issue of the American Nursery Trade Bulletin asks: "Are the Nurserymen Asleep?" This in connection with announcement of a Federal appropriation for establishment of new government Nurseries to produce trees to be planted upon farms.

For years the American Nurseryman has published in nearly every issue items showing such direct competition with commercial Nurseries by the Federal, state and municipal authorities, with editorial suggestion from time to time that something should be done about it by commercial Nurserymen.

Little, if anything, has been done. Naturally it would be expected that the national organization of Nurserymen would act in the matter.

But this is an ethical question. It was discussed in the lobbies at the big Nursery trade conventions in Chicago and Kansas City six weeks ago, and another question was asked: "Can the American Association of Nurserymen consistently act in the matter? Are not its hands tied?"

The rapid spread of the practice of municipal, state and Federal authorities in distributing free to planters generally Nursery stock in direct competition with commercial Nurseries is causing considerable concern on the part of many Nurserymen. It has caused Robert Pyle to ask a pointed question, in citing a recent flagrant case.

Two conditions face the state and Federal authorities and the Nurserymen in any argument upon this subject:

I—Free distribution of Nursery stock by municipal, state and Federal officials to individual planters, in direct competition with commercial Nurseries of long and honorable standing is clearly a violation of business ethics.

II—Free distribution of a Nursery trade journal by the A. A. N. to Nurserymen throughout the country, in direct competition with commercial trade journals of long and honorable standing is clearly a violation of business ethics.

What influence has the American Association of Nurserymen in regard to the question raised by Mr. Pyle and others, in view of present conditions? Can the national organization consistently argue against Fact I when it is practicing Fact II?

It might be thought that in this predicament the Nurserymen of the country could look to their state and district trade organizations to handle the matter. But, while these have strong codes of ethics, in this connection they are confronted with the dilemma resulting from their affiliation with the national organization—and therefore with the ethical question involved.

Such a question as Mr. Pyle has raised

and others in the trade are discussing needs to be met by an untrammelled trade organization of country-wide influence. The questions raised by Mr. Pyle and by other members of the A. A. N. show that the importance of the subject is realized to some extent at least. It is to be noted that the rank and file of the A. A. N. membership has not passed upon the condition, one way or the other, which seems to have caused the predicament referred to.

The questions which Mr. Pyle and others have raised and the conditions involved would seem to be appropriate for discussion, as the importance of the subject increases. We would be pleased to give expression to the opinions of our readers.

## ROSE GARDEN FOR FLOWER CITY

Robert Pyle, West Grove, Pa., secretary of the American Rose Society, on Jan. 12th addressed 300 members of the Rochester, N. Y., Rose Society, mainly upon subjects connected with his recent European tour of noted rose gardens. "Rochester, the Flower City, ought to have one of the largest rose societies in the country," said Secretary Pyle.

Mr. Pyle's suggestion causes at once surprise that at this late date in the history of Rochester, the Flower City, cradle of the American Nursery Industry, home of the famous rose-producing firm of Ellwanger & Barry and of H. B. Ellwanger, author of that dainty volume, "The Rose," there should be only the suggestion and not the realization of the Rochester Municipal Rose Garden.

Perhaps attainment of this ideal will be brought about only through the initiative of rosarians from other points, working through the Rochester Rose Society and by just such incentive as that resulting from the invitation to Secretary Pyle to address the society.

"There is no reason," says Mr. Pyle, a high authority, "why it should not be just as possible to go to Highland park to see roses as it is now to go to Highland park to see lilacs. (In lilac-blooming season Highland park, Rochester, is visited by thousands of persons, many from out of the city). In Hartford, Conn., are to be seen the license tags on cars of 20 states in one day, by reason of the rose display. Few persons appreciate the publicity possibilities, to say nothing of the abundant fashion in which a lovely rose garden ministers to the deepest needs in the human individual. It is the ambition of leading members of the Rochester Rose Society to bring about just this for their city and I am sure that the project will receive the enthusiastic support of the citizens."

Much has been talked by Nurserymen regarding publicity. Not very much has been accomplished by them in the way of nationwide publicity. The best results have come from local and sectional endeavor. Is it not strange that we have yet to record a movement by which the Nurserymen of Rochester and Western New York—the big Rochester Nursery District—could be counted upon to furnish without charge, roses enough to plant a municipal rose garden? In the opinion of Mr. Pyle, the Rochester

Park Commission and the Rochester Rose Society would do the rest.

It is estimated that from three to five million roses are distributed annually from this section of the country? When the cost to Nurserymen of creating a market is considered, Nurserymen of the district could well afford to co-operate enthusiastically and materially in establishing such a prime market developer as a garden of this kind in Rochester would prove to be. What say?

#### A MODEL CATALOGUE

"Beauty Out-o-Doors" is the subject of "A Landscape Service Book—Plant Life and Its Planting," the beautiful production which Griffing Nurseries, Beaumont, Tex., present to an appreciative public. With a love of gardening installed by Welsh parents rich in old world garden lore, the Griffings for almost half a century have devoted their energies to seeking out new varieties, improving old favorites and distributing among their ever-widening circle of customer friends plants that will add to the beauty and livableness of the Southern home.

It's a catalogue, in that it lists Nursery stock with prices; but we do not remember seeing anything of the kind which so skillfully blends Nature study, the romance shall we say of outdoor beauty, with a sales proposition. In its subject matter, the highly attractive contrasting of large and small type of the highest grade of modern fonts, the deft use of engravings which illustrate in the fullest and most attractive degree—typographical perfection—on excellent paper for the purpose, inclosed in a cover bearing a simple and striking design, this publication stands right up in front in Nursery trade productions in black and white. It is a signal success for the author and the Houston press which produced it.

A half-page engraving of a portion of the Rosedale Nursery illustrates the brief text of "The Home of Griffing Nurseries." A short chapter on "Beauty Out-o-Doors" is illustrated with an appropriate scene. "When Winter Comes" is introduced with a beautiful planting by Griffing around a Southern home. Another similar view illustrates effective use of cypress in the garden; and the announcement that a group of five balled and burlapped 1½ to 4 feet coniferous evergreens can be had for \$22. There is a landscape architect's layout for a back yard; there are attractive views of borders, the use of vines, palms for tropical beauty, shade trees, pecans and citrus fruits—48 pages which will be preserved by the recipient and surely will produce repeated results.

#### A QUESTION OF ETHICS

What New England Nurserymen have long been discussing and indeed Nurserymen in other sections—relations of Nurserymen to landscape architects—is causing the trade in the Middle West anxiety. If a Nurseryman commends a client to a landscape architect, the architect often in turn tries to make his fee attractive to the client by enabling him (a retail customer) to purchase at wholesale through the architect's office. E. C. Hilborn, Valley City, N. D., suggests consideration of an arrangement by which Nurserymen might pay the landscape architect a fee of 15% for supplying planting plans, the architect getting the additional work developed in the need for drives, walks, grades, etc.

Attention is being directed to the standing offer of \$500 by Robert C. Young, Greensboro, N. C., for a better method of packing

Nursery stock than he employs. Announcement of this offer was made in the *American Nurseryman* last year.

#### REVISION OF POSTAL RATES

The important subject of postal rates revision is receiving close attention by the National Council of Business Mail Users whose mailing list totals 250,000. The Associated Advertising Clubs of the World have just joined the movement. U. S. Senator Moses, chairman of the senate committee on post offices, is awaiting the submission to the committee of the figures which the post office department has been ordered to provide. These figures are complete and ready for submission. It is hoped that politics will not prove to be the cause of holding up action on revision which business men generally are demanding.

#### Passing as Nurserymen

Knoxville, Tenn., Feb. 16—Demand for stock here is good, both wholesale and retail, but our own stock is short on account of disastrous drought the past season. Outlook is good, but every one is trying to increase stock so fast that in the near future many items are going to be in heavy surplus and more or less loss will result.

New Nurseries are starting, especially by so-called landscape men, who are growing just enough to obtain certificates and to pass as Nurserymen, while in reality most of them are just tree agents. Spring here is close upon us and soon lining will begin in earnest as danger of severe freezes is now past.

#### HOWELL NURSERIES.

#### Radio Prizes Totalling \$20,000

Henry Field Seed & Nursery Co., Radio Station KFNF, Shenandoah, Ia., put on the air a 26 hours' continuous jubilee program beginning at 7 p. m. Feb. 22nd and ending at 9 p. m. Feb. 23rd, offering a large variety of prizes valued in all at \$20,000. Every listener in who sent a telegram was listed for a prize. The announcement by Henry Field read:

"Say anything you please in your telegram, but I would especially like to know if you have ordered your seeds and Nursery goods or not; and if not, when you intend to. Send as many telegrams as you like."

The "first grand farm prize" was a Hart-Parr tractor, made in Charles City, Ia., by the "founder of tractors." The announcement in displayed type was framed and posted on the counters in the offices of the Western Union Telegraph Company all over the country.

Secretary Charles Sizemore reports the following new members of the A. A. N.: David L. Dugan, R. F. D. No. 2, Perry Ohio; Egyptian Nurseries & Orchards Co., L. N. Colp, Secy., Cartersville, Ill.; Home Nursery Company, Fred P. Freeman, Prop., Richland, Wash.; Home Nursery, Ernest Tosovsky, Edwardsville, Ill.; Howell County Nursery, Geo. H. Sessen, West Plains, Mo.; Harold W. Steck, Bethel, Conn.; Summit Nurseries, Frank L. Seifert, Prop., Stillwater, Minn.

Jim Parker, Tecumseh, Okla., is in his new office upon which work has been going on for eight months. The Nursery employs fifty men in packing time.

Recently published instructions for propagating rhododendrons cite the long established requirements: Live stocks and scions, correct grafting, careful shading, judgment in reducing head.

Among catalogues received are those of W. N. Scarff & Sons, New Carlisle, O.; F. W. Dixon, Holton, Kan.; L. J. Farmer, Pulaski, N. Y.; Jackson & Perkins Co., Newark, N. Y.; Storrs & Harrison Co., Painesville, O.; Robert C. Young, Greensboro, N.C.

#### State Nursery Competition

A state Nursery is to be established at Stillwater, Okla., to supply trees for windbreaks to farmers. George R. Phillips, secretary of the Okla. Forestry Commission believes that in the prairie country of the west side, land owners should emulate the example of those in Indiana who for four years have been engaged in the planting of trees for windbreaks. The Indiana State Nursery the first year of its windbreak campaign, sold 29,000 trees to land owners. The demand each year after that for four years was doubled over that of the previous year. It has been proven that windbreaks conserve moisture to a remarkable extent. In sections of Canada, where snow drifts are common, they have increased soil production 50 per cent. In the Southwest they will be an important conservator of moisture, Phillips believes. He recommends the planting of a minimum of three rows of trees as a windbreak.

#### Bird of Paradise Specialist

Haines City, Fla., Feb. 10—H. A. Siebrecht, of Lake Worth, has purchased a tract of land near Haines City and will within a short time install a Nursery for flowers and shrubs. Mr. Siebrecht claims to be the only man to propagate and develop the Bird of Paradise flower. He visited in Haines City several days ago with the idea of making an investment here for the purpose of raising the Bird of Paradise on an extensive basis, and as the result of his visit, purchased a tract near Melbourne avenue. While he will devote a great deal of attention to the flower, he will also install a Nursery for other flowers and shrubs.

#### Two New House Organs

The Campbell Printing Co., Des Moines, Ia., and the L. W. Ramsey Company, Davenport, Ia., are out with house organs soliciting Nursery trade. The former produces stock catalogues and booklets; the latter supplies a landscape gardening educational service and the organ appears under the title *Progressive Nurseryman*. The other is entitled *Nurseryman and Florist*. One is called a magazine of business; the other is dubbed a journal for horticulturists. Other allied trades may be expected to follow suit.

**Minnesota Nursery School**—In the annual short course for Nurserymen at University Farm, St. Paul, Minn., Jan. 25-29, there were lectures by Prof. Brierley on pruning; E. C. Hilborn, Valley City, N. D., on "Borders and Backgrounds"; Dr. Schmitz on "Common Forests"; Prof. Alderman and Dr. Beaumont on "Fruit Varieties"; Prof. Wayne on "Good Government"; Prof. Ruggles on insect pests; Prof. Valle on salesmanship; Prof. Cary on landscaping; Dr. Krantz and A. C. Hildreth on storage. Thirty-seven Nursery representatives attended the sessions.

George Simpson, Ottawa, Canada, president of the Ontario Horticultural Association, said at the annual meeting last month that there are 249 horticultural societies in Ontario with a membership of 60,000. There was an increase of 39 societies with 3200 members last year.

The Kelsey Nurseries, St. Joseph, Mo., have an order for trees and shrubs to the value of \$6000 for planting in Ridge Park Cemetery, Marshall, Mo.

H. Lloyd Haupt, Hatboro, Pa., has been elected Secretary of the Eastern Nurserymen's Association, to succeed F. F. Rockwell, resigned.

Michael, Prince Catacuzene, is vice-president of the Sarasota County, Florida, Fair Association which includes in its operations a tropical Nursery.

Annual meeting of Alabama Nurserymen's Association, scheduled for Feb. 16th, in Mobile, has been postponed until April.

Mathias Nurseries, Springfield, Mo., have been incorporated, \$10,000 by Mark P. Mathias and others.

**The Classified Advertisement Department** in this issue may fill your want in short order. If you do not find what you are looking for, use this Department to get it. See Department for rates.

## The Passing Show

By Veteran

New Jersey horticulturists, recently in session in Atlantic City, showed that they and the experiment station workers are concentrating on Delicious, Stayman, McIntosh and Starr apples and Elberta and J. H. Hale peaches. There is a revolution in the matter of varieties.

One year ago the Golden Delicious was in an uncertain position chiefly because of the wilt—now, however, they are all about 99% strong on Delicious, and, because of its early bearing, it is largely taking the place of Grimes.

When the orchardists talk about varieties, they refer to many errors, mixes and substitutions. One grower, to save 2c per tree, bought of a local dealer in Jersey, rather than pay a fair price to the introducer who was paying the originator a royalty of 15%.

The Jersey Agricultural College men and the growers are co-operating fully. The Station men have some wonderful peaches that will change the peach map, greatly extending the Elberta season from both ends.

Years ago, the authorities told Lippincott of New Jersey, that he could not grow Delicious, and even if the tree fruited there would be no size. Today, Delicious is the most popular apple. The J. H. Hale peach was knocked—now it's their biggest money-maker.

The old-time trade list provided that the

buyer must take anything and everything that the grower may please to send him. Helkes was the first man to sell the buyer what he wanted.

Years ago, before the days of stenographers and typewriters, the Nurserymen took the stand that their work was production and that the dealers were to do the marketing. Liberty gave license. The common practices were general with few exceptions. In the conventions, the debate showed that the dealers had the producers by the throat. Dealers made the prices; demanded financing; they took the profit. The Nurseryman, the producer, held the sack. Complaints went to newspapers and they clubbed the Nurserymen. Clark Tuttle of Wisconsin, on the convention floor in Chicago, attacked certain Ohio methods. And about that time the venerable Robert Douglas took the floor and said the Nurserymen should conduct their business along honorable lines, like Marshall Field. Others took the ground that dealers were a necessary evil. Still others said there was just one right way—to distribute one's own production. One said he would run the business along right lines or quit the game.

As to the early practices in certain Ohio sections, the actors were largely the victims of associations and environments. There were striking instances of development, in later years, into pronounced and solid successes resulting in monuments to the industry. Out in the Mississippi Valley, the old York outfit of Fort Scott, Kansas and Texas were Kansas pioneers who left their

trail. Lapse of time has shown the "survival of the fittest."

The Pacific Coast has a great foundation which should have been the S. & H. of Oregon, but they lost the opportunity. Too many Nurserymen have evolved from the dealer and his methods. Some years ago, Herbert Chase gave a heart-to-heart talk on business methods. George Marshall, of Nebraska, is one of Nature's noblemen—the offspring of a country Nursery.

**State-wide Forestry Campaign**—Several residents of Saratoga county, New York, who attended the launching of the state-wide reforestation campaign under auspices of the State Conservation Commission, the Saratoga County Farm and Home Bureau and the Chamber of Commerce enthused with the proposition, recently ordered 50,000 trees for spring delivery, to be set out in April or May.

The Board of Trustees, Corinth, placed an order for 30,000 trees, for the banks of its municipal water supply to protect the water shed. Individuals placed orders totaling 20,000 trees.

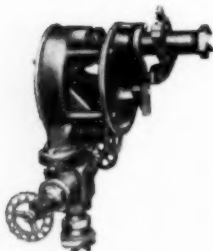
Rhode Island Nurserymen's Association's annual meeting was the most enthusiastic yet held. The program as published was presented in full. Officers were re-elected: President, Charles W. Morey, Woonsocket; vice-presidents, Prof. L. F. Kinney, Kingston, and Esau Kempenaar, Newport; secretary, H. DeWildt, Greenwood; treasurer, V. A. Vanicek, Newport.

Mills & Son, builders, have spent \$65,000 on landscaping building grounds. The contract for this work on 650 buildings has been completed; 250 are still to be landscaped. Hedges are used instead of board fences. Pfund Nursery Co., Oak Park, Ill., and Elmhurst, Ill., has the contract for the entire work.

Louis Kramer, Farmingdale, N. Y., has sold out his business and will move to California.

# Water—The Life-Blood of Plants

—And they must have  
Plenty of It!



Type B  
Oscillator

Our type B oscillator is just one of the many Skinner System improvements. It is designed for the operation of irrigation lines from 50 to 225 feet in length. It has no piston with delicate valves to get out of order. The operating mechanism is a simple, sturdy, water wheel. It is simple and practically fool-proof and trouble-free. It provides an absolutely uniform distribution of water, resulting in lower water bills and more uniform crops. Let us tell you more about it.

When you realize that ninety per cent of the plant is water, then the need of the best of irrigation is at once apparent. You cannot afford to depend upon the uncertainties of the weather. You cannot afford to run the risk of a scorching sun or long drought. Your plants must have water, and plenty of it.

### Water When You Need It

Use the Skinner System of Irrigation and you can give your plants all the water they need and at just the time they need it. But more than that—you can give them water in just the form they ought to have it. Skinner System rain is an exact imitation of a natural, gentle shower, that falls in a misty spray without injury to the tenderest plant. It penetrates evenly into the ground, giving new life, strength, vigor and growth even in the hottest, driest weather.

### Bigger Profits for You

All this means surer crops and bigger profits for you. That is what the Skinner System of Irrigation has been giving to florists for 25 years. It is the result of a quarter of a century of irrigation experience, design and construction. No other system gives so much for so little money. Ask us for our booklet, "Rain." It will tell you how you can increase your profits by the use of this modern method of irrigation. Give us your name and address, and we will send it to you free.

**The Skinner Irrigation Company**

500 Water Street

Troy, Ohio

## SHRUBS SHRUBS

We offer the following strictly first class shrubs, strong, thrifty, well-rooted:

2000 Barberry Thunbergi, 18-24 in., bushy  
1200 Caragana Arborescens, 3-4 ft., bushy  
1800 Clematis Paniculata, 2 yr., No. 1  
600 Deutzia Lemoine, 2-3 ft.  
100 Deutzia Candida, 3-4 ft.  
1000 Deutzia Pride of Rochester, 3-4 ft.  
400 Forsythia Suspensa, 3-4 ft.  
200 Forsythia Fortunei, 3-4 ft.  
300 Forsythia Viridissima, 3-4 ft.  
300 Forsythia Intermedia, 3-4 ft.  
500 H'Suckle Tart Rosen Grand, 3-4 ft.  
1000 H'Suckle Tart Rubra, 3-4 ft.  
1000 Hydrangea P. G., 2 ft.  
700 Ivy American, 3 yr.  
400 Sambucus Aurea, 3-4 ft.  
2000 Symphoricarpos Racemosa  
Vulgaris, 3-4 ft.  
900 Spirea A. Waterer, 18-24 in.  
600 Spirea Billardi, 3-4 ft.  
400 Spirea VanHouttei, 3 ft.  
1000 Philadelphus Grandiflora, 3-4 ft.  
2000 Philadelphus Coronarius, 3-4 ft.  
500 Viburnum Plicatum, 2-3 ft.  
1000 Weigela Desbois, 3-4 ft.  
1500 Weigela Rosen, 3-4 ft.

Also  
5000 Downing Gooseberry, 2 yr., No. 1  
1000 Pearl Gooseberry, 2 yr., No. 1  
1000 Houghton Gooseberry, 2 yr., No. 1

**GRAPE VINES**  
500 Brighton, 2 yr., No. 1  
500 Champion, 2 yr., No. 1  
700 Green Mt., 2 yr., No. 1  
1000 Moore Early, 2 yr., No. 1  
1000 Moore Early, 2 yr., No. 2  
200 Fay Currant, 2 yr., No. 1  
1000 Prince Albert, 2 yr., No. 1  
2000 White Grape, 2 yr., No. 1

Check off the variety and quantity wanted. Will be pleased to quote prices.

**The  
NIAGARA COUNTY  
NURSERIES**

THOMAS MARKS & CO.

Wilson,

New York

## THIS PAGE PRESENTS

## American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1918, Will Hold Its Eighth Annual Meeting  
in Louisville, Ky., June, 1926. William Flemer, Jr., Princeton, N. J., Secretary

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY  
CONTRACT, INCLUDING PUBLICATION ALSO IN THE "AMERICAN NURSERY TRADE BULLETIN"

### HILL'S EVERGREENS FOR LINING OUT

Complete assortment of Evergreens including Fir, Junipers, Spruces, Pines, Fews, Arbor Vitas, Cedrus, Taxus, Biotas, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

Write for Wholesale Trade List

The D. HILL NURSERY Co., Inc.  
Evergreen Specialists  
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Growers of

### LINING OUT STOCK

Naperville, Ill.

Catalog and list of Lining Out Stock offerings will be sent upon request.

Telephone, Naperville No. 1

### NURSERY STOCK FOR LINING OUT

There will be a scarcity of lining-out stock for Spring 1926. Send us your want list at once before varieties are exhausted.

Onarga Nursery Co.  
Onarga Illinois

### ★ ROSES

• Cannas Shrubs •

Novelties  
and Lining Out Stock

SEND FOR TRADE LIST

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Robert Pyle, Pres. West Grove, Pa.

### GRAPE VINES

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Exclusively

All vines 2-years old, graded strong and all from 1-year transplanted which should make extra nice vines. Now showing favorable growth.

Will have no 1-year vines to offer for Spring 1926.

Fairfield Nurseries, Salisbury, Md.  
CHARLES M. PETERS, Proprietor.

### STRIPED MAPLE (Acer pennsylvanicum)

One item we can furnish in quantity for lining out. Other items are: Sugar Maple, Potentilla fruticosa, American Arbor Vitae, and many desirable shrubs, trees, and evergreens.

GEO. D. AIKEN

Putney, Vermont

"Grown in Vermont, It's Hardy"

WE HAVE THEM  
You May Want Some  
Norway, Sycamore and Silver  
Maples; Pin, Red, Mossy Cup, Cates-  
baei and Willow Oaks.  
Butterfly Bush, Dogwoods, Deut-  
zias, Forsythia, Spireas, etc.

Our Trade List is ready.  
Get next to one.

Atlantic Nursery Co.

BERLIN MARYLAND

### EVERGREENS SEEDLINGS and TRANSPLANTS FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."

CHESHIRE, CONNECTICUT

### Scotch Grove Nursery GROWERS OF EVERGREENS

FOR

### Lining Out

GOOD ASSORTMENT OF  
STANDARD SORTS

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### EVERGREENS MILLIONS OF THEM Seedlings—Transplants—Cuttings Grown under glass

Also Apple Trees, Shade Trees,  
Hedgeplants, Shrubs, Vines, Peony.

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The largest growers of Evergreens  
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### BROAD LEAF EVERGREENS RARE AND CHOICE CONIFERAE

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We produce the greatest variety of  
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### SEEDLINGS CONNECTICUT VALLEY GROWN

ROSA MULTIFLORA JAPONICA  
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### SAN PEDRO RANCH NURSERY

Largest Wholesale Grower of

### ORNAMENTALS

on the Pacific Coast

Lining Out Stock our Specialty

Compton, California

### TENNESSEE NURSERYMEN'S ASSOCIATION

G. M. Bentley, Knoxville, Secretary

Preliminary report of the Tennessee Nurserymen's Association's annual meeting was given in a preceding issue of *American Nurseryman*. The leading address was that of the retiring president, Harry Nicholson, Winchester, which was followed by a general discussion. Mr. Nicholson's talk dealt with cultivation, co-operation, handling of tree stock and service. He said in part:

"I believe we are growing better tree stock than ever before, perhaps, in apples, and efforts are being made to learn how to do that without so much loss. We should start the year resolving to grow as fine trees as possible just as economically as possible."

Mr. Nicholson told of his trip over the state and various visits to Nurseries. He said he had seen great improvements in the methods employed in cultivation and conservation. He called particular attention to the work done by members in Smithville and McMinnville.

"Let us think more of co-operation," he said. "Let us buy from one another and especially those who belong to the state organization and, in so doing, keep our money at home, thus creating a better fellowship."

On the point of service he said nothing was more distressing to a Nurseryman than to need something very badly and have it delayed in shipment. He urged that all shippers make every effort to get their goods in the depot and on the way to the customer. Thus one was assured of repeat orders. He advocated printed instructions to be attached for planting the trees and handling them, thus saving the lives of many and making them more profitable. In concluding he stressed the brotherly love of the members toward each other and quoted James Whitcomb Riley's lines, "A Hand Upon the Shoulder."

Another interesting speaker was Dr. Floyd Bralliar, of Chattanooga, whose subject was "Important Factors in Propagation Every Nurseryman Should Know." He said that many people did not realize that trees and seeds are life, and that they are subject to many things similar to the human body. He said a seed may germinate, dry and re-germinate as many as five or six times and that in propagating from seed the care was similar to that given a baby. Attention must be paid to temperature and air.

"Growing Stock from Seeds," was the subject taken by Otto Katzenstein, Atlanta, who stressed the importance of using fresh seeds for trees, and said they should be of the current crop for planting.

The afternoon session was in a large part devoted to the showing of interesting

colored slides depicting the planting of ornamental shrubbery, flowers and trees. Fred Landis, of Chattanooga, read an interesting paper on "Ornamentals." Several short discussions followed.

The evening session was again devoted in large measure to a picturization of "Fertilizing for Tree Growth." This program was in charge of N. S. Purrington, Memphis. Round table discussions followed, after which the members enjoyed a smoker.

### Obituary

#### Egbert N. Reasoner

E. N. Reasoner, head of the well-known Royal Palm Nurseries, Titusville, Fla., died suddenly Feb. 5th, aged 56 years. He was one of the most prominent Nurserymen in the country though not active in the national association. He had traveled extensively and introduced many trees and plants. His brother, Pliny W. Reasoner, began the Nursery business in Florida more than 40 years ago. He died soon afterward. Egbert Norman was the sole proprietor up to two years ago when his son Norman and his daughter Julia were admitted to partnership. The concern has 250 acres and two stores.

#### 1868 Prof. H. A. Gossard 1926

Harry Arthur Gossard was born at Ames, Iowa, February 7, 1868, a son of Thomas M. and Sarah J. (Emery) Gossard. He was reared on a farm, was graduated from the college at Ames, Iowa, as a bachelor of science in 1889 and in 1892 received his Master's degree. From 1890 to 1893 he was assistant entomologist at the Iowa Experi-

ment Station and from then until 1899 was instructor of science in several high schools and academies in Minnesota and Illinois. He became entomologist and professor of zoology and geology at the Florida Experiment Station in 1899 and served there until 1904 when he went to Wooster as entomologist at the Ohio Station, and also was made non-resident professor of entomology at Ohio State University. He had been a member of the American Association of Economic Entomologists since 1917; he was also a member of the National Pecan Growers Association and of the Iowa Academy of Economic Entomology. He was a Fellow in the American Association of the Advancement of Science.

On July 21, 1903 he married Lora H. Clark, who, with three sons, Atherton, a junior at the Ohio State University, and Thomas and Arthur Gossard, survive him; also his sister, Miss Blanche Gossard. His aged mother and two brothers reside in the West.

**New Nursery in Florida**—Titusville and Orlando Nurseries have been established at Titusville, Fla., by Henry Ziruth, Jacob Schloss and J. J. Dunne, of New Jersey. Fruit and ornamental stock from the North has been brought in. Greenhouses are to be erected immediately and a force of men is now engaged in clearing up the Osban property in the northwest part of Titusville and some acreage in Titusville Heights. The Nursery is to be under the personal supervision of J. J. Dunne of Maplewood, N. J.

Remember the mid-month issue—The AMERICAN NURSERY TRADE BULLETIN. Forms close the 10th.

### Record of Last Month's Nursery Trade Activities

#### "AMERICAN NURSERYMAN"

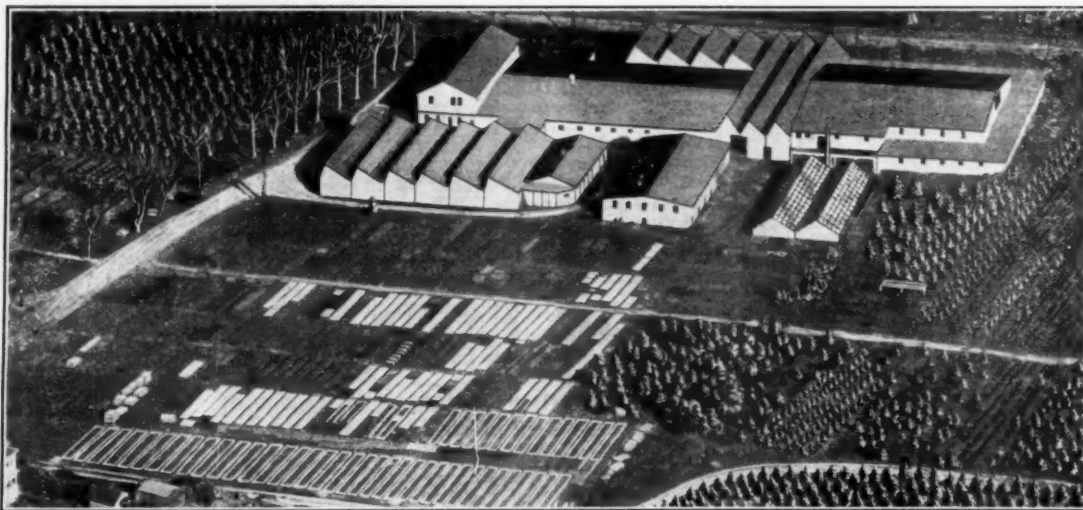
##### CONTENTS, 1st of Month FEBRUARY 1926

Great Possibilities of Radio	
By Emmons C. Carlson	35
Illinois Nurserymen's Meeting	
Big Practical Program	36
On Inspection Certificates	
By Miles W. Bryant	39
Western Nurserymen's Meeting	
A. J. Bruce Elected President	40
Suggestions on Production	
By Prof. M. A. Blake	45
Eastern Association	46
Oklahoma Association	46
Ohio Nurserymen's Association	46
Michigan Association	46
New Jersey Association	48
New York Association	48
Eastern Canada Association	48
Tennessee Association	50
Rhode Island Association	50
Louisville Convention Plans	48

#### "NURSERY TRADE BULLETIN"

##### CONTENTS, 15th of Month FEBRUARY 1926

Standard Nursery Practice	
By W. G. McKay	24
Apple Survey, U. S. and Canada	
By Ralph W. Rees	25
Florida Nurserymen's Prizes	
Two Won in Texas Contest	25
Small Town Made First Class	
Results at Shenandoah, Ia.	25
Pennsylvania Nursery Stock	
Indorsed by Dept. Agriculture	23
Conviction of Nurseryman	
For Selling Without License	23
Fifteen New Fruits	
Listed by N. Y. Agl. Station	24
\$25,000 Nursery Shipment	
By Fancher Creek Nurseries	25
Pilgrimage to Shenandoah	
By Nurserymen En Route	30
Michigan Nurserymen Elect	
At State Assn. Convention	31



Office, Packing Sheds, and Propagating Ground, fourteen miles north of Dayton, Ohio, on the Dayton and Troy Traction Line and Baltimore & Ohio R. R., in city limits of Tippecanoe City, Ohio.

Write for wholesale price list of Fruit Trees, Berry Plants, Vines, Evergreens, Perennials, Hedge Plants, Tree Hydrangeas, Clematis, Pussy Willows, Ornamental Trees, Shrubs and Lining Out Stock.

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**TIPPECANOE CITY, OHIO**

## TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; 1926 Convention, Louisville, Ky. June 23-25.  
Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

California Assn. of Nurserymen—John A. Armstrong, Jr., Secy., Ontario, Cal.

Connecticut Nurserymen's Association—F. S. Baker, secy., Cheshire.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—H. Lloyd Haupt, Secy., Hatboro, Pa.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

Kansas Nurserymen's Association—Thomas Rogers, Winfield, Kan., President.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West Newbury, Mass.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Weymouth, Mass.

New Jersey Association of Nurserymen—Wm. F. Miller, secy., Gloucester City, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Howard N. Scarff, secy., New Carlisle, O.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City, Summer convention, Stillwater.

Pacific Coast Association of Nurserymen—C. A. Tonnerson, sec'y, Burton, Wash., 1926 convention, Victoria, B. C.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—C. Ferguson, Denver, Colo., secretary.

Rhode Island Nurserymen's Association—H. H. DeWildt, secy., 521 Elmwood Ave., Providence, R. I.

South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich, Jan. 1927, Aberdeen.

Southwestern Nurserymen's Association—Thomas B. Foster, secy., Denton, Tex. 1926 convention, Dallas, Texas.

Southern Nurserymen's Association—W. C. Daniels, secy., Pomona, N. C. Sept. 1926, Atlanta, Ga.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.



## PEACH SEED

Tennessee Naturals—the best to be had. Write for prices.

**Southern Nursery Co.**  
WINCHESTER, TENNESSEE

## BUXUS SUFFRUTICOSA

Height	Across	Per 1000
4-5 in. x 3-4 in.	.....	\$200.00
6-8 in. x 4-6 in.	.....	225.00
8-10 in. x 6-8 in.	.....	250.00
10-12 in. x 8-10 in.	.....	300.00
12-14 in. x 10-12 in.	.....	400.00

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ROCHESTER, N. Y.

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Henri Détriché, Successor, Angers, France

Growers and Exporters of Fruit Tree Stocks, Forest Tree Seedlings, Rose Stocks, Shrubs and Conifers for Nursery Planting.

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**JACKSON & PERKINS CO. (Sole Agents) NEWARK, NEW YORK**

## THE ROSE FARM

Incorporated  
White Plains, New York

High quality, field  
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## BOXWOOD

Young's Boxwood and  
Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

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Wholesale Nurseryman

GREENSBORO

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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence method. Credentials awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today!

American Landscape School, 53 Newark, N. Y.

## FOREST NURSERY CO.

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Established 1887

Large assortment general Line

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FOREST TREES, SHADE TREES  
SHRUBS, VINES, EVERGREENS

OUR USUAL LINE. Write for Trade List  
WE would like to serve YOU

## E. W. Townsend &amp; Sons Nurseries

SALISBURY, MD. Catalog FREE.

Largest growers of

STRAWBERRY PLANTS

in the world

Wholesale Dept.

## Pyramidal Arborvitae

For Sale, once transplanted, 6" and up.  
Other evergreens at bargain prices.

**E. W. JONES NURSERY CO.**

Woodlawn, Va.

## Fruit Trees

Apple, Pear, Cherry, Plum, Peach. Small Fruit Plants—Raspberries, Red and Black, Grape Vines. Shade Trees—European Sycamore, Catalpa, Bungle, Maples. Shrubs—Barberry Thunbergi, Privet, Hydrangea P. G., Spirea, Weigelia, etc. Roses—H. P's. Highest quality of stock graded to the highest standard. In the business a third of a century. Send us your Want Lists.

**T. B. West & Sons.**

Maple Bend Nursery

Perry, Ohio

## EVERGREEN PLATE BOOKS

50 Four-color process prints, made from photographs. There are 25 Evergreen views with descriptions; the other 25 views consist of leading varieties of Shrubs and Roses. Size 5 1/2 x 9 in. Price \$3.75 each. Cash with order. Money back if not satisfactory.

**THE D. HILL NURSERY CO.**

Evergreen Specialists

Largest Growers in America

Box 402 Dundee, Ill.

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AMERICAN NURSERYMAN  
AMERICAN NURSERY TRADE BULLETIN**

## Bulb Growing Lively Along the Puget Sound

**N**URSERYMEN in the Puget Sound region have no quarrel with Quarantine 37, which has placed a ban on the importation of narcissus.

When, three years ago, the F. H. B. gave notice that after January 1, 1926, no further importation of narcissi bulbs would be allowed entry into America, except under special permit for propagation purposes, the bulb industry in Puget Sound region began to take on new life. Since that time, plantings have been made to such an extent that 35,000,000 narcissi bulbs are expected to be placed on the 1926 market by the growers in Washington and Oregon, according to a recent survey made by the growers' organization. Other bulb varieties were not included in this survey, but tulips, gladioli, etc., greatly exceed this figure.

Typical of the more recent growth, a group of bulb growers near Sumner, Wash., recently increased their plantings by 1,000,000 bulbs. Thirty-two growers of Western Washington have organized the "Puget Sound Bulb Growers' Association"—an organization modeled after the co-operative fruit associations of California. This organization alone expects to handle eight or nine million bulbs next season, and hopes to ship thirty-six carloads to the Eastern markets, at a sales value of approximately \$200,000, under normal market conditions.

In another case, Fred M. Young, Portland, Ore., Nurseryman, who has large land-holdings of his own, has planted some 30 tons of narcissi. In addition he has interested about 40 other growers, who are planting some 40 tons. This is the first instance known of co-operative planting. The business acumen behind this effort is manifested in the fact that the entire 70-ton planting is of one variety—Golden Spur. These growers hope to make this the Golden Spur center of the country. Many propagating and marketing difficulties will be alleviated by sticking to one variety.

Then we might mention Geo. Lawler, veteran grower of Tacoma, Wash., who alone has a planting of 3,000,000 bulbs. Holland growers have also been attracted to the Puget Sound region as a land suited to bulb culture. C. A. Can Lierop and C. J. Van Der Storm, who for 26 years grew bulbs in Holland, last year purchased a 10-acre tract near Seattle, paying a purchase price of \$7,000. Since that time \$14,000 worth of bulbs have been planted on this farm.

But why should the bulb industry expand so markedly in this section? The answer is: Soil and climate. This was brought out pointedly by Frank A. Chervenka, president of the Puget Sound Bulb Growers' Association. The writer found him in his warehouse at Sumner, Wash., where five carloads of Dutch bulbs were being unloaded. These will all go into the ground next spring.

"In the first place, we have eight to ten types of soil in this section, ranging from clear sand to heavy clay. Each type of soil

is particularly adapted to a certain variety of bulb. Then we have the advantage of natural curing conditions, and need not resort to 'kiln-drying' as is the case in Holland and most sections of this country. In other words, our summers are rainless and the bulbs cure excellently in field racks.

"Then our winters are practically frostless, and we need not fear winter-killing of bulbs. Furthermore, we have no winter winds, and hence do not need to cover our bulb plantings with straw or rushes, to prevent soil-blowing. These items reduce our cost of production, and hence are real advantages. But our cool, equable spring weather is the real secret of our success, for this produces nice, fat, firm bulbs, as a result of gradual growth and normal development. The growers in Eastern and Middle-west states are handicapped by hot weather in spring, and this causes a too hasty growth, which often depletes the vitality of the bulbs for forcing purposes.

"A combination of these conditions results in the production of bulbs that flower from 10 days to two weeks earlier than the imported varieties.

"Despite the fact that the bulb industry is comparatively new in this region, it is by no means amateurish in its personnel, or efforts. A case in point is John Van Aalst, a grower of Kirkland, Wash., who has gained considerable fame as a propagator of new varieties of narcissi. This must be done by the propagation of seedlings, an undertaking that requires the utmost skill. He also is an expert propagator of hyacinths, using both hybridizing and 'scooping' methods. With men of his type in the industry, there is no danger of lowering the horticultural standard of the industry, and bulb devotees need not fear that American growers are unequal to the task of producing new and improved varieties."—L.L.B.

### In the Pacific Northwest

The ring of the carpenter's hammers is still continuing about the up-town seed store of Malmø & Co., Seattle, Wash. Complete renovation will be effected in about ten days. The new office and store layout calls for a completely equipped landscape department, and this department will be conducted much in the same manner as the building service maintained by department store and furniture houses.

A landscape course for salesmen is creating a great deal of interest among the thirty representatives of Malmø & Co., Nurserymen, of Seattle, Wn. The meetings are held at the Nurseries each Monday afternoon. The programs include field trips through the Nurseries, with identification both oral and written, and practical lectures on applied landscape design. A feature of a recent program was a trip to analyze some of the fine ornamental landscapes of Seattle homes.

The Puget Sound Growers' Association held its regular monthly meeting of February at the McCallum Pacific Company headquarters. Clarence Prentice addressed the meeting on a credit system and was

## LINING OUT STOCK

Native plants and shrubs from  
Pacific Northwest

	Per 1000
Lawson Cypress, 6-20 in. ....	\$50.00
Douglas Fir, 6-20 in. ....	50.00
Douglas Blue Spruce, 6-20 in. ....	50.00
Azalea Occidentale, 4-18 in. ....	75.00
Oregon Yew Taxus brev., 4-18 in. ....	\$25.00
Dogwood Coranus Nutt., 2-5 ft. ....	25.00
Syringa Philadelphus, 2-4 ft. ....	15.00
Steeplebush Spirea Doug. ....	4.00
Lupine polyphyllus ....	8.00
Foxglove Digitalis purpurea ....	6.00
Larkspur Delphinium ....	6.00

Alfred A. Loeb, Route 1, Box 39  
PORTLAND, OREGON

## WANTED

FOR FORESTRY PURPOSES

300,000 Seedlings, about three years old; 6 to 12 inches; to consist of  
**Pines, Spruces and Firs**

What can you offer? Please name varieties, sizes, age and price per 1000.

**ADOLF MULLER**  
**DE KALB NURSERIES**

Norristown Pennsylvania

## AZALEAS

Azalea mollis and A. pontica alta-clarensis and Andromeda japonica seedlings, two-year transplants for lining out.

**Theodore Van Veen Nursery Co.**  
729 Marguerite Ave. Portland, Oregon

## OUR SPECIALTY

The growing of Grape Vines, Currants and Gooseberries, for thirty-five years. Write for prices.

**The F. E. Schifferli Nurseries**  
**FREDONIA, NEW YORK**

followed by John Van Aalst who described the system as used by the Holland bulb growers. J. J. Bonnell, of the firm of Bonnell & Co., Nurserymen of Seattle, gave a report of the legislation committee in regard to the proposed new horticultural legislation.

E. J. McCallum of the McCallum Co., of Pittsburgh, gave the principal address of the evening, on the subject of marketing problems and co-operation of the growers. He outlined his experiences along these lines and pointed out several instances of how co-operation had been the means of obtaining the desired result.

Ten new members were enrolled at the meeting and fifteen more made application for membership.

The Classified Advertisement Department in this issue may fill your want in short order. If you do not find what you are looking for, use this Department to get it. See Department for rates.

## CHERRY TREES

Sweets on both Mazzard and mahaleb stocks, one and two year.

Sours on mahaleb stocks one and two year.

Trees grown in a "cherry country" where both sweets and sour flourish.

Write for Price List.

Special Prices on Car Lots.

**J. F. JONES, Lancaster, Pa.**

## NOW IS THE TIME!

It is dangerous to delay placing your order for stock you need this season.

We offer you now

**Fruit Trees of all kinds, Grape Vines, Berry Plants, Shade Trees, Roses, Shrubs, Vines, Perennials.**

Our Winter Wholesale Price List is ready for mailing. Write for a copy if you have not received it.

**The Ottawa Star Nurseries**

Successors to F. H. Stannard & Co.

Ottawa, Kansas



The only item we can push is Quality—  
our new descriptive price list covers  
everything else.

Did you get your copy?

**F. & F. Nurseries**

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NEW JERSEY



**OUR SPECIALTY**  
**OWN ROOT**  
**R O S E S**  
Field Grown

**Howard Rose Company**

Hemet, California

**E. P. BERNARDIN**

**Parsons**  
**Wholesale Nurseries**

PARSONS, KANSAS

Established 1870

**Surplus for Spring**

Amoor River North Privet, 2 yr.  
2-3 ft., 4 branches and up.

Bungei Catalpa, 4 1/2 to 8 ft. stems.

Lombardy Poplar, 5-6 to 10-12 ft.

ThurLOW Willow, 5-6 to 10-12 ft.

Lonicera Bella Albida, 2-3 to 5-6  
ft.

Deutzia Pride, 2-3 to 4-5 ft.

Butterfly Bush No. 1

Purple Wisteria, 2 yr.

Early Harvest B. B. root grown  
plants.

Long list of Ornamentals in  
generous supply for spring.

**Koster Blue Spruce**

8-20 ft. specimens

**Pink Dogwood**

10-12 ft. specimens

**Magnolia Soulangeans**

10-12 ft. specimens

**Azalea Amoena**

4-8 ft. specimens

**French Lilac**, 6-8 ft. clumps.

**WM. M. MILLER CO.**

PATERSON

NEW JERSEY

**APPLE TREES**

30,000 Fine Two  
and Three-Year

Trees—Standard Varieties.

20,000 CALIFORNIA PRIVET; heavy two-  
year plants. Prices reasonable.

**Mitchell's Nursery, Beverly, O.**

**Offer Dependable Used Burlap**

40 in. sewed 100 yd. lengths at 7c yard;  
also darker grade same width 5c; F. O. B.  
St. Louis. Send us your order today.

**GREAT WESTERN BAG CO.**

ST. LOUIS, MO.

BURLAP

BAGS

TWINE

LET US QUOTE YOU BY  
THOUSAND OR CAR LOT

**Cumberland Raspberry**

From young plantations,

Free from Mosaic

**BERRIEN NURSERY & SUPPLY CO.**

Benton Harbor,

Berrien County,

Michigan

*Used*  
**BURLAP**

for

**NURSERY WRAPPING**

**Iroquois Bag Co., Inc.**

642-650 Clinton St.,

BUFFALO, N. Y.

**EXTRA QUALITY**

**Apple Trees**

3/4 in. diameter, 5 to 7 ft.

Two year top, two-year root.

Let us quote on your wants.

*"Yours for Growing Satisfaction"*

**Neosho Nurseries Co.**

Dept. B, Neosho, Mo.

**NURSERYMEN**

We do high class PRINTING, BINDING,  
ELECTROTYPING, COLOR WORK, CATA-  
LOGUE WORK, COMMERCIAL WORK,  
ADVERTISING SERVICE, ILLUSTRAT-  
ING, PLANS and COPY WORK.

Send your next job for estimate.

We can save you money.

**NATIONAL MERCHANTS CO.**

Dept. N., 4342 N. Robey St., CHICAGO, ILL.

**HARDY PERENNIALS**

Best varieties of 75 of the leading peren-  
nials. Strong, field grown plants that will  
bloom this year.

Also

CLIMBING VINES, HEDGE PLANTS, PAN-  
SIES, STRAWBERRY, RASPBERRY,  
BLACKBERRY, GRAPE, CURRANT,  
GOOSEBERRY PLANTS, ASPARAGUS  
and RHUBARB ROOTS.

Wholesale Price List Sent on Request.

**HARRY D. SQUIRES**

HAMPTON BAYS

NEW YORK

**SPECIAL VALUE BEST QUALITY**  
**LINING OUT EVERGREENS**

These unusually choice lining out ever-  
greens are grown from best northern or  
Rocky Mountain seed and are exception-  
ally well rooted.

	Per 100	Per 1000	Per 5000
<b>BALSAM FIR (Northern Seed)</b>			
Trans'd 4-6 in. \$10.00	\$ 90.00		
<b>WHITE FIR (Rocky Mt. Seed)</b>			
Trans'd 8-12 in. 35.00	300.00		
Trans'd 6-8 in. 25.00	225.00		
Trans'd 4-6 in. 18.00	150.00		
<b>DOUGLAS FIR (Rocky Mt. Seed)</b>			
Trans'd 4-6 in. 7.00	60.00	250.00	
Seed's 6-8 in. 4.50	35.00	160.00	
Seed's 4-6 in. 3.00	25.00	110.00	
<b>RED CEDAR (Northern Seed)</b>			
Seed's 4-6 in. 6.00	50.00	240.00	
<b>WHITE SPRUCE (Northern Seed)</b>			
2 Trans'd 6-8 in. 7.50	60.00	285.00	
2 Trans'd 4-6 in. 6.00	50.00	240.00	
Seed's 3-6 in. 3.00	18.00	85.00	
<b>NORWAY SPRUCE (Northern Seed)</b>			
2 Trans'd 6-8 in. 7.50	60.00	285.00	
2 Trans'd 4-6 in. 6.00	50.00	240.00	
<b>COLORADO SPRUCE (Blue Spruce Seed)</b>			
Trans'd 2-4 in. 6.00	50.00	240.00	
<b>RED PINE (Northern Seed)</b>			
Seed's 2-4 in. 3.00	15.00	140.00	
<b>WHITE PINE (Northern Seed)</b>			
Seed's 8-12 in. 4.00	27.00	130.00	
Seed's 6-8 in. 3.50	23.00	110.00	
Seed's 4-6 in. 2.50	15.00	70.00	
* Shipped in New England only.			
<b>SCOTCH PINE (Northern Seed)</b>			
2 Trans'd 12-18 in. 15.00	150.00	285.00	
2 Trans'd 8-12 in. 14.00	115.00		
2 Trans'd 18-24 in. 20.00	160.00		
Trans'd 12-18 in. 14.00	115.00		
<b>AMERICAN ARBORVITAE (Northern Seed)</b>			
Trans'd 4-6 in. 8.00	60.00	290.00	
Seed's 4-6 in. 6.00	35.00	190.00	
<b>AMERICAN HEMLOCK (Northern Seed)</b>			
2 Trans'd 8-12 in. 60.00	500.00		
Seed's 6-8 in. 12.00	90.00	435.00	
Seed's 4-6 in. 9.00	70.00	340.00	
We sell 50 or more plants at the hundred rate; 500 or more plants at the thousand rate; 5000 at the five thousand rate. All prices f. o. b. Framingham, Mass. Packing at cost. Address Box H 363.			



Use the Classified Advertisements to dis-  
pose of surplus stock.

**Specimen Evergreens**

**GLOBE ARBOR VITAE**  
**PYRAMID ARBOR VITAE**  
**AMERICAN ARBOR VITAE**  
**RED CEDAR**  
**YUCCA FILAMENTOSA**

Well Grown. 4X Transplanted.

**FRANK EDWARDS CO.**

P. O. Box 1122, Milwaukee, Wis.

**The MOUNTAIN VIEW NURSERY CO.**  
**EVERGREENS**  
**PEACH AND APPLE TREES**  
**SHRUBBERY, CALIFORNIA PRIVET**  
**BARBERRY**  
Williamsport Maryland

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The columns under this heading are reserved for advertisements of  
**STOCK FOR SALE**      **SITUATIONS WANTED**      **HELP WANTED**  
**STOCK WANTED**      **NURSERIES FOR SALE**      **OTHER WANTS**  
 The charge is 25 cents per line (average of 7 words to the line) set solid in ordinary reading type like this, light face, without display. Minimum of five lines.  
 No display advertisements are accepted for these columns.  
 Cash with order if you do not have an account with us.  
 Advertisements originating in the **AMERICAN NURSERYMAN** on the 1st of month are reproduced gratis in the **AMERICAN NURSERY TRADE BULLETIN** on the 15th of month, and vice versa. Forms close on the 8th and 25th.  
**AMERICAN FRUITS PUBG. CO., P. O. Box 124, ROCHESTER, N. Y.**  
 Display Advtg: \$2.80 per inch; under yearly term, \$2.50 (58c per inch per week)

### BOOKS

**BAILEY'S Standard Cyclopedia of Horticulture.** 3 vols. Illustrated. Fully indexed. 3639 pages. Indispensable in Nursery offices. The standard authority everywhere. Sold only in complete sets. Price reduced to \$20 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

**LIST OF 117 BOOKS** on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, Insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

### STOCK FOR SALE

WoodLawn Nursery, Greenville, Ga., Rt. No. 3. Boxwood plants, Pine Evergreen trees, \$2.00 doz.; Cherokee White Running rooted roses, \$1.50 doz.; Eldorado Blackberries and Lucretia Dewberries, 75c doz.; Cedar, Bay and Holly cuttings, \$5.00 per 100.

1,000 bushels Mammoth Yellow Soy Beans \$1.85 per bushel, f. o. b. Eastern N. C., 500 bushels Mixed and Whippoorwill Peas \$3.85, f. o. b. Mississippi station. Write for price list. Hickory Seed Company, Hickory, N. C.

### New Crown Gall Control

A new method for the control of crown gall in the apple Nursery has been devised by the United States Department of Agriculture after a number of years of experimental work. Department Circular No. 376, A Method for the Control of Crown Gall in the Apple Nursery, by M. B. Waite and E. R. Siegler, has just been published to make the information immediately available to Nurserymen and others interested in the propagation and growing of root-grafted apple trees.

The method has to do with the use of Dupont Semesan a mercuric chloride which has proved of great service to prevent damping off and other troubles. The government experimenters were not content to try a non-proprietary substance like formaldehyde; they also put the Dupont Semesan to the test and after three years, are convinced that this is practically 100 per cent effective. The newly grafted stocks were dipped in Semesan or wrapped in muslin soaked with the chemical and, as shown by tables and illustrations, one year trees at lifting time have come up as high as 99 per cent clean, against an untreated batch showing 48 per cent galled.

This test by the government is of special interest to Nurserymen, because of the determination throughout the trade in recent years to eliminate crown gall if possible.

Nashville, Tenn., Banner announces that Gilbert Marshall, Nashville, Nursery salesman, has traveled in Southern territory 48 years, during 23 of which he has represented the Southern Nursery Co., Winchester, Tenn. During the preceding 25 years he was with the J. I. Newsom concern, of Nashville.

### WE OFFER FOR SPRING 1926

Amoor River Privet North 1 and 2 year  
 Amoor River Privet South 1 and 2 year  
 California Privet 1 and 2 year  
 Chinese Privet 1 and 2 year  
 Concord Grapes—Shrubby—Etc.  
 Write for Special Prices.  
**W. T. HOOD & CO.**

Old Dominion Nurseries      Richmond, Va.

### STOCK FOR SALE

#### ST. CLAIR PEACH

A new yellow cling. Ripens about September 1st. 12 specimens filled a peck basket. Medium size trees \$1.00 each.  
**L. F. DITTELMANN, Belleville, Ill.**

Cannas, strong 2 to 3-eye roots, true to name, grown under irrigation and divided upon receipt of your order; King Humbert and The President, \$3.50 per 100. Cash, please. Clifford A. Haley, Yellow Springs, O.

For Sale—Carefully selected McIntosh scions from healthy bearing trees. West Hill Orchards, Putney, Vermont.

### WOOD LABELS

For Sale: Good Grade Wood Labels, unwired, \$1.00 per 1000. CHUTE & BUTLER CO., Peru, Ind.

If you missed getting your adv. in the current issue of **American Nurseryman** send your copy for the mid-month **AMERICAN NURSERY TRADE BULLETIN**.

**Root Worm in Greenhouse**—Two varieties of the strawberry root worm have within the last seven years appeared in greenhouses in the commercial rose-growing districts east of the Rocky Mountains and have caused serious injury to the rose plants, according to a new Department Bulletin (No. 1357) entitled "The Strawberry Rootworm, A New Pest on Greenhouse Roses," which contains a full technical report of the investigation made by the Bureau of Entomology, United States Department of Agriculture, for the purpose of evolving methods of controlling this pest.

**Good General Business Predicted**—A good business is forecast for practically all lines of industry in the Midwest in the first three months of 1926, according to a comprehensive survey made by the Midwest Shippers' Regional Advisory Board. The board predicts a continuation of the present satisfactory level of activity in many lines and also predicts marked increases in other lines of agriculture and industry in the current quarter. The report was compiled by forty-three commodity committees.

F. A. Wiggins, Washington Nursery Co., Toppenish, Wash., passed through Rochester the middle of last month on his way home from Washington, D. C., and other eastern points. En route he was overtaken by Robert Pyle, West Chester, Pa., who was on his way to Rochester to address the Rose society.

William Pitkin, president Chase Brothers Co., Rochester, N. Y., has been suffering from sciatica.

Stocks of Ohio Nurserymen will be enriched by several new varieties of perennials recently developed. It was stated by speakers at the Ohio State Nurserymen's Association convention. The new varieties were shown on slides projected by J. J. Grullemans, Mentor, O.

When writing to advertiser just mention **American Nurseryman**.

## MICHIGAN ASSOCIATION OF NURSERYMEN

C. A. Krill, Kalamazoo, Secretary

At the recent annual meeting of the Michigan Nurserymen's Association Charles E. Greening, Monroe, advised more attention to the production of stock that would be full of vigor, so that it would grow and thrive when planted. Not only should stable manure be used freely, but it should be supplemented with sulphate of ammonia.

If the buds and scions used in propagating, he said, are obtained from trees selected for their superior merits, for desired qualities, such as early bearing, fruitfulness, or the high color or flavor of the fruit, it will aid materially in securing uniform stock and increase the merits of the varieties.

Dr. V. R. Gardner, head of the horticultural division of the Michigan State College, discussed "The Apple Variety Situation." He described work to determine varieties that had been found most profitable for the commercial orchardist, so that Nurserymen may arrange their planting lists and catalogues accordingly. The list was compiled after examining the books of a large number of fruit exchanges in the western part of Michigan and noting the prices obtained for the different grades of 133 varieties, together with the percentages of the different grades, for the last five years. Even the commercial orchards contain too many varieties, the average in 100 orchards which were canvassed being 25, and one was found with as many as 65 varieties.

A. J. Rogers, of Beulah, spoke on "The Variety Question from the Growers' Standpoint." It is important that the site and market demands should be considered before planting an orchard. If something is wrong with the site, it can often be corrected, as by planting a windbreak, if exposed to high winds; by drainage, if too wet, or by use of plant food, if this has been depleted. If a mistake has been made in the choice of a variety, or if the trees planted are untrue to name, it cannot be corrected so readily, and it will be at an expense that few realize.

Prof. Charles P. Halligan, of the landscape gardening department of the college, told about "The List of Approved Ornamentals for Michigan," which he is preparing for the use of Nurserymen and planters, with the co-operation of a committee of the State Nurserymen's Association. After numerous conferences, the list has been prepared and the manuscript is in the hands of the state printer.

Charles E. Greening, C. A. Krill, R. J. Coryell and others discussed replacement of stock free of charge. It was agreed that when stock is planted by the Nurseryman it should be guaranteed. When the planting is done by the purchaser, replacement free of charge in some cases encourages deceit, as stock may be reported to have died that is actually growing. It may also result in neglect at the time of planting and in the attention given later on. It will often cost more to investigate a reported loss than the stock is worth, and without doing this, a Nurseryman may be victimized.

**New Source of Nicotine**—Nicotine, an important ingredient in many of the sprays and dusts used by fruit growers, is derived largely from refuse stems and leaves of tobacco and commands a high price in the market. Investigations have been under way for the past few years at the State Agricultural Experiment Station at Geneva with a "wild" variety of tobacco which yields considerably more nicotine than cultivated tobacco and which it is believed could be grown profitably by New York fruit growers.

Three Ways To Advertise In The  
**American Nurseryman**  
**American Nursery Trade Bulletin**  
 58 Cents Per Inch Per Week Under Yearly Term

**CLASSIFIED ADVERTISING—25c per line; minimum 5 lines**

1- General or Special Purpose - - - Any Size  
 2- American Propagators Directory- 2-in. blocks  
 3- Business Card Announcement - 1-in. blocks

Rate: \$2.80 Inch per month; under yearly term, \$2.50

## SHADE

When you see the above you think of scarcity. Our quality, root-pruned stock is selling fast and we are already sold out of many varieties and sizes of shade trees.

**SUGAR MAPLE**, sizes 3, 3½ and 4 inches.

**SILVER MAPLE** in sizes 2½, 3, 3½ and 4 inches.

**CATALPA BUNGEI**, one and two year heads.

**RED OAK**, sizes 1½ to 1¾ inches.

Our power digger gets "down and under." If you buy our trees, you get the roots.

**The Cole Nursery Co.**

"Everything that is Good and Hardy."

Painesville, Ohio

ESTABLISHED, 1863

### European TREE SEEDS FRUIT KERNELS

of highest germinative power and purity, only at

**A. GRUNWALD'S KILNHOUSES**  
Forestreeseed Merchant  
Wiener-Neustadt, Austria

All customers must be satisfied

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This nut looks and is very much like the Schley, excepting that it is two or three times larger, only taking about 25 of these nuts to make a pound. It is uniform in size.

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What is Good Will? It is a RESULT—of the confidence of our customers in us, brought about by 53 years absolute satisfaction in trading with Jackson and Perkins Company. This result is not without a cause, however.

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Wholesale Only  
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**D**o you need California Privet this Spring?  
**G**ood supply also of Amoor River,  
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Small Fruits, Roses, Vines  
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Finest Quality Standard & Dwarf  
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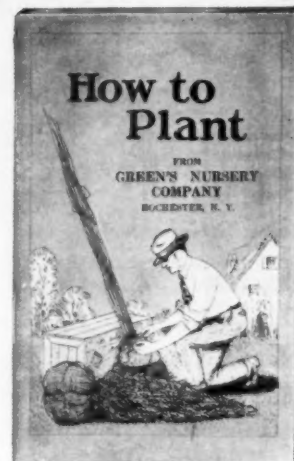
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1. Snyder Bby R. C. plants. Columbian  
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Stock won't last long, only a limited supply  
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Apple, Cherry, Peach, Pear and Plum Trees.

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2 to 3 ft., 4 or more canes

Also lighter grades.

Apple and Pear Grafts.

Whole or Piece Roots.

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In the Government's experiments during 1925, Du Pont Semesan was used to treat over 2600 grafts of which only 6.1 per cent were contaminated at digging time with large and small galls, while 32.6 per cent of an equal number of untreated grafts, used as checks were diseased. It is also revealed that: "The proportion of the total number of large galls in the (Semesan) treated grafts of all varieties was 2 per cent and in the untreated or check grafts 27 per cent, —"

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(The italics and bracketed insertions are ours)

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SURPLUS STOCK  
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1872 HUNTSVILLE, ALABAMA 1926

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HARDY PERENNIAL PLANTS  
EXCLUSIVELY

*Write for Trade List.*

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## THREE DECADES OF NURSERY TRADE JOURNALISM

Summarized at the Passing of Another Yearly Milestone

### A Trade Record Which Can Never Be Duplicated

Wherein Is Presented, Not What Will Be Done But What Has Been  
Done and Is Being Done By

**THE AMERICAN NURSERYMAN**

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

**T**HE editor of the American Nurseryman originated Nursery Trade Journalism in America thirty-two years ago.

2—He was the first to elicit expression of opinion by Nurserymen, through the columns of a trade journal, on live subjects of practical value to the trade.

3—He was the first to boost for the American Association of Nurserymen and for an increase in its membership; arguing year after year that when practical advantages and a limited membership total were established there would be a waiting list of those who were knocking at the door, instead of continual solicitation on the part of the organization.

4—He was the first to recommend and persistently to urge reorganization of the American Association of Nurserymen which was accomplished in 1915, from which time dates the nation-wide influence of that organization, as was predicted.

5—He was the first to propose that the American Association of Nurserymen should not only have a membership committee but that all applications for membership should be passed upon by that committee after due examination of the qualifications of the applicant; that ability to present a check for the membership fee was not sufficient.

6—He was the first to urge adoption

of the principles of a Code of Ethics and long argued the importance of this subject. This agitation resulted finally in the insertion of Section 9 in the constitution of the A. A. N.

7—He was the first to propose and urgently to argue for, the establishment and maintenance of an A. A. N. Vigilance Committee. So novel was this idea that its real purport was not grasped by the committees annually appointed until two or three years had elapsed, when it began to function normally.

8—He was the first to argue that the duties of the Vigilance Committee should apply to transactions between a Nurseryman and a planter as well as between members of the trade. This novel idea was finally put into operation, as shown by Vigilance Committee records.

9—He was the first to propose systematic publicity—indeed, any kind of organization-backed publicity—for the American Nursery Trade.

10—He was the first to demonstrate that a Nursery inspector is an ally and not an opponent in good business practice; that a certificate of inspection is a strong selling point. Cooperation with state entomologists and their representatives is now general in the trade.

11—He was the first to exclude from a Nursery Trade journal advertisements of unreliable concerns.

12—He was the first to question the policy of the current waiver of guaranty: "We give no warranty, expressed or implied, as to quality of any Nursery stock we sell;" also the announcement that the responsibility

of the Nurseryman ceases before the delivery of the goods to the purchaser.

13—He was the first to publish an adequate report of a convention of a Nursery trade organization and has maintained through three decades annual reports of proceedings of the American Association of Nurserymen aggregating pages in space as compared to columns elsewhere, outside of the official reports.

14—He was the first to suggest the formation of an American Federation of Horticulture, or Congress of Horticulture.

15—The American Nurseryman was first to carry advertisements in the columns of a Nursery trade journal beyond the subscription list and to the entire trade.

16—To give a semi-monthly and weekly trade journal service.

17—To suggest affiliation of state and regional Nursery associations with the national organization.

18—To feature seasonal trade reports on crop and market conditions.

19—To boost for Market Development as the outgrowth of trade publicity.

20—To uphold Government protection of American agriculture and horticulture from foreign insects and diseases.

21—To suggest Rochester, N. Y., as the logical meeting place for celebration of the Semi-Centennial Anniversary of the American Association of Nurserymen.

22—To publish an illustrated history of the American Association of Nurserymen from the date of its origin.

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